



December 2008

# The Globetrotter

## Group Coordinator Newsletter



Dear Group Coordinator,

With the holiday season just around the corner, I want to thank all of you for your efforts in recruiting groups to travel with Go Ahead Tours. For those of you who are considering taking your first group on a tour in 2009 or 2010, I hope to be able to help you make your dream vacation a reality!



As I look back on this year, I'm happy I was able to welcome so many of our new and experienced Group Coordinators to two international conventions—the first in London last March and the second in Lucerne this past October. I enjoyed hearing stories about your experiences on tour and learning about your best recruitment and travel tips.

We've also been developing new recruiting tools that will make your job as a Group Coordinator much easier. One of these resources is a new, personalized Group Coordinator website. An example and tips on how to navigate the site are featured on page 2.

In this challenging economic time, I recognize we're all trying to find our footing. But I'm happy to share some good news. People, just like you and me, are still choosing to prioritize travel! And as you know, traveling on a group tour gives you the most bang for your buck—see page 3 for a list of our favorite best-value tours!

Travel is one of the best gifts you can give—to yourselves and your communities—and is one that reaps rewards year after year in shared experiences and memories. So join us once again, and come experience the world the Go Ahead way. I look forward to welcoming you and your group in 2009!

Warmest wishes,  
Jennifer Ruddy  
Group Sales Manager

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



CUSTOMER NUMBER



**Free travel offer:** Any Group Coordinator who organizes a group of 12 or more full-paying travelers by January 31, 2009 will be eligible to attend the Israel Convention. 1,000 Global Points will be deducted from your account. Terms & Conditions apply.

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December 2008

### LUCERNE: Experienced Group Coordinator Convention



Dean Brooks & Lynn Keber,  
Loveland, CO



Mary Russell, Cottonwood, AZ  
& Geeta Patel, Beverly, MA



Jennifer Ruddy & Kelly Vose,  
Go Ahead, Boston Office

This past October, veteran Go Ahead Tours Group Coordinators gathered in Lucerne for our 2008 Experienced Group Coordinator convention. As the European headquarters for Go Ahead Tours and its parent company—EF Education—Lucerne was the perfect setting for Group Coordinators and Go Ahead staff to come together for a weekend of networking, learning, and having fun!

During the weekend, convention participants enjoyed a sightseeing tour in charming Lucerne, a cable car ride up to Mt. Pilatus for breathtaking views of the Alps, and a classic Swiss fondue dinner.

Most importantly, Group Coordinators had the chance to exchange recruiting ideas and tips with one another. During the convention meeting on Friday, we covered topics ranging from how to maximize your group leader benefits, to how to recruit large groups and respond to budgetary concerns in the current economic climate. Also introduced during the convention was a great new recruiting tool: **personalized group leader websites**. **Please see page 2 for more information.**

Thank you to everyone who joined us in Lucerne, and we hope to meet even more group coordinators at one of our 2009 conventions!



### Join us on our Israel Convention: July 9-17, 2009

Simply cash in 1,000 global points for one person, or 1,500 for two. And for just 350 global points more (per person), you can add our 3-night extension to Jordan. Book a group of 12+ for a 2009 or 2010 tour by January 31, 2009 to qualify!

For reservations or more information, call **1-800-438-7672**.



Lake Lucerne, in all its glory!



The smiles say it all—our Lucerne Convention was a wonderful trip!

# Your Best Recruiting Tool, goaheadtours.com!

Hopefully, you are already familiar with the flyers, posters and business cards we've created to help you recruit travelers. We're pleased to introduce our newest and most exciting recruiting tool—your very own personalized Group Coordinator website! Call us today to activate yours!

## Your personal website allows your group to:

- View all the details for your tour on your personalized website —without having to visit the main Go Ahead site and become overloaded with information.
- Create a price quote (under dates + prices) from any airport they choose, so they can see the total cost up front.
- Get a detailed look at the tour itinerary and the available optional excursions.
- Purchase the travel protection package that best suits their needs.
- See examples of the typical hotel accommodations for your tour.
- Hear from a featured Tour Director.
- View a map of the tour's itinerary.
- Check out the average temperatures during your tour.
- Email their friends a link to your personalized website—and help you spread the word!
- Book the tour directly on the website!

You'll be able to activate the website as soon as you make your tour reservation. To maximize your marketing power, you can even add your personal web address to your business cards, posters and flyers! With this great tool, you'll be signing up travelers in no time!



# Top Tours under \$2,200



**Lisbon, Seville & Madrid**  
11 days from \$2,079

Step back into the Age of Discovery in Lisbon, embrace the festive spirit of Seville and meander through the majestic palaces of Madrid for an unparalleled view of Portugal and Spain.

Includes airfare, 3- to 4-star hotels, most meals, all transfers, guided tours and a full-time Tour Director.



**Walking through Provence**  
10 days from \$2,199

On this walking tour, weave through forests and rustic towns and walk the French Riviera's cliffs. You may not have a year in Provence, but spend 10 days and you'll never want to leave.

Includes airfare, 3- to 4-star hotels, most meals, all transfers, guided tours and a full-time Tour Director.



**Costa Rican Rainforests**  
10 days from \$2,129

A land of volcanoes, cloud and rainforests, Costa Rica's ecological wealth and geographic diversity is staggering. Join expert naturalists for an in-depth look at this mesmerizing country.

Includes airfare, 3- to 4-star hotels, most meals, all transfers, guided tours and a full-time Tour Director.



**Enchanting Ireland**  
11 days from \$2,129

Prepare to fall under Ireland's spell, as you travel through patchwork pastures, ancient ruins and coastal landscapes. You'll understand why the Emerald Isle has inspired so many legends.

Includes airfare, 3- to 4-star hotels, most meals, all transfers, guided tours and a full-time Tour Director.



**Turkish Adventure**  
15 days from \$1,799

East and West converge in this spellbinding country. From magical Istanbul and the ruins of Troy to classical Ephesus and the hot springs of Pamukkale, Turkey will fill you with wonder.

Includes airfare, 3- to 4-star hotels, most meals, all transfers, guided tours and a full-time Tour Director.



**Rome City Stay**  
9 days from \$1,799

Gazing up at the ceiling of the Sistine Chapel and looking down into the gladiators' caves at the Colosseum, you'll discover what makes this enchanting capital city so unforgettable.

Includes airfare, 3- to 4-star hotels, all transfers and a full-time Tour Director.

“

The variety of activities on Go Ahead's Enchanting Ireland tour provides a genuine vignette of the real Ireland. From the unique night life in the Temple Bar area of Dublin, to the startling beauty of the National Stud Farm, to the mist enshrouded Cliffs of Moher, to the stretching miles of stone fences on the exhilarating Aran Islands, my mouth was constantly agape!

”



Bettye Carpenter  
*Enchanting Ireland*

“

I so much fell in love with this tour that I took it twice—once with my group, and again independently—and I can't wait to go back! Though there's no shortage of elegant surroundings and meals, you're also in the heart of the country, picnicking in fragrant meadows of lavender and thyme, climbing peaks for the most breathtaking views, and getting to know the people and countryside in the most intimate way possible. It will make you fall in love with France—and the French.

”



Barbara Krauss  
*Walking Through Provence*

“

I loved this tour. The length and pace were great, the people were warm and wonderful and there was so much included! I especially loved all of the optional excursions, and the included ones, like the museum visits. Lisbon is a charming city with lots to see and incredibly affordable shopping. I was so intrigued by the history of Merida, and I would move to Seville in a second! And Madrid—who couldn't love a city with wonderful food, gorgeous plazas, fabulous flea markets and amazing weather!

”



Valerie Leger  
*Lisbon, Seville & Madrid*