



June 2007

# The Globetrotter

Group Coordinator Newsletter



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Maximizing your benefits

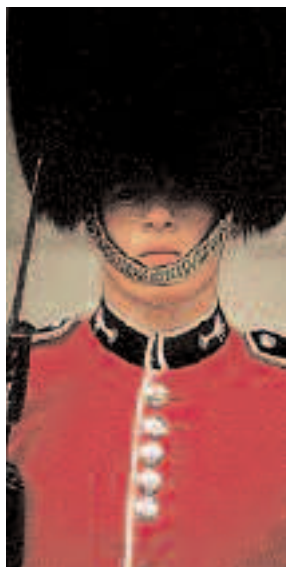
### TOP 5 GO AHEAD GROUP DESTINATIONS

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Everything you need to know to get started

## Upcoming convention



# London:

## MARCH 6-10, 2008

Join us in London for a long weekend designed specifically for you—the first-time group coordinator! During your time in London, Go Ahead staff will give you a taste of the on-tour experience. You'll tour the city with an expert local guide, enjoy included meals with fellow group coordinators and attend seminars, which will give you all the tools you need to organize groups with Go Ahead Tours. For more details on how to attend the convention, please contact a groups tour consultant at **1-800-438-7672**.

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



CUSTOMER NUMBER  
[Redacted]

**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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HIGHLIGHTS FROM:  
**LONDON**  
Convention March 2007

“Meeting other group organizers and sharing experiences and ideas was most beneficial for planning other trips.”

- Sybilla Heim, Saint Michaels, Maryland



Bob and Bessie Womer  
Richmond, Virginia



Convention participants enjoyed a spectacular view of Tower Bridge from their hotel.



Michael and Brenda Saltz  
Worcester, Massachusetts

## The Voice of Experience

### Talking with Helene Lerner



As a classical humanities and language teacher for more than 30 years, Helene Lerner has brought numerous student groups to destinations around the world. Now retired, Helene has switched her focus to adult tours and is planning her second trip with Go Ahead. In March, Helene attended her first Go Ahead convention in London and took time to share some tips for successful tour planning.

#### Why do you travel with Go Ahead?

As a teacher, I traveled for many years with my students and was searching for a company that would suit my needs once I retired and turned my sights from teenagers to adults. Go Ahead fit that bill beautifully! I took my first group with Go Ahead to Italy last October, and everything from the hotel selection to the direction of our tour director worked like a charm.

#### How did you get started?

Once I determined that Go Ahead was the company for me, I worked with my Go Ahead Tour Consultant, Valerie, to choose a tour and date for my group. I created a cover letter to attach to the detailed tour itinerary that Go Ahead provided, and set to work contacting my family, friends and acquaintances, in order to

generate initial interest in the tour. Before long, I was hosting an informational meeting for 35 people, some of whom I had never met, but all of whom were excited to learn about the tour!

#### Who can be a Group Coordinator?

Anyone who has a love of travel and a desire to open the eyes of travelers to the wonders of different cultures can be a group coordinator. If you're amiable and eager to network with friends, colleagues and community members, it's easy to organize a group of 12 or more travelers. Your Go Ahead Tour Consultant will assist you with recruiting and make sure you have all of the materials necessary to sign up a large group. Go Ahead has the resources to produce the best bang for the buck, so you can be confident promoting tours to people who are interested in seeing the world.

#### What did you learn at the London Convention that will help you organize future groups?

In London, I had the chance to meet group coordinators from around the country, and everyone was eager to exchange ideas on recruitment and tour planning. The convention meetings were run by staff members from Go Ahead and provided me with great tips to share with my groups moving forward. We covered topics on everything from the ins and outs of airline travel to the details of recommended trip insurance to the rewards and benefits available to Go Ahead Group Coordinators.

# 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 **September 30, 2007**, redeem 250 points, and you'll be on your way. Please see the back page 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 three-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!

 <p><b>Alaska</b> cruise 1,495 points</p>	 <p>iPod 275 points</p>	 <p>Walking through <b>Tuscany</b> 1,375 points</p>
 <p><b>Domestic</b> round-trip ticket 225 points</p>	 <p><b>European</b> round-trip ticket 495 points</p>	 <p>Desktop PC 695 points</p>

# TOP 5

## Go Ahead Group Destinations



### Walking through Provence • 10 days

During this perfect tour for active groups, you'll stroll through one of France's most picturesque regions during this walking tour of Provence. See how well your group connects as they traverse forest groves and rustic, hilltop towns. You'll even walk the seaside paths and cliffs overlooking the French Riviera.



### Vienna, Budapest & Prague • 11 days

An ideal itinerary for history and architecture buffs, this tour invites your group to travel to imperial cities with glorious pasts. Uncover rich culture and tradition during this trip to the Old World. You'll be astounded by the post-war resilience that restored these three beautiful cities to their former splendor.



### Enchanting Ireland • 11 days

Your group is sure to fall under Ireland's spell, as you explore its winding roadways and mingle with the friendly locals. The landscapes of Ireland inspired legends of Celtic fairies and legions of scholars and saints. After traveling through patchwork pastures, ancient ruins and wild coastal landscapes, you'll understand why.



### Alaska's Glacier Cruise • 11 days

Your group is invited to uncover the gems of Alaska's landscape on this land-and-sea tour. Sail along the Inside Passage to reach the blue Sawyer Glacier. Cruise amid a scenic blend of islets, coves, forested terrain and glacial pools, keeping an eye out for bald eagles, sea lions and the pectoral fins of humpback whales.



### Venice, Florence & Rome • 12 days

In the days of the Roman Empire, all roads led to Rome. Today, a visit to Venice, Florence and the Italian capital illustrates why Italy endures as a prime destination. Your group will have ample time to linger in each city, walk among historic monuments and savor the nuances of the Italian way of life.

## Step-by-step guide to planning your tour

1. Call your Go Ahead 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 **[www.goaheadtours.com/myaccount](http://www.goaheadtours.com/myaccount)**.
10. Continue recruiting new group members until a few months prior to departure.
11. Relax! Your group is reserved and ready to go. Let Go Ahead handle the rest of the details!