



## Letter from the President

I have been asked to write a brief article about why I love traveling; it's actually a very personal question and I am sure if you asked 100 people the same question, you would get 100 different answers or variations of answers.

"If you don't go, you won't know"

Traveling puts my life into perspective; it humbles me. Visiting an ancient monument, man-made or naturally produced, always resets my personal perspectives, as does visiting something with vast scale. Visiting the Acropolis in Athens for the first time, or hiking up to Delicate Arch in Arches NP in Utah, I will never forget those moments of my life and how I felt being there at that moment. Just flying across the US does that for me. When I get a window seat I am the annoying guy who keeps opening the window shade to stare at the expanse below; it's awesome.

It piques my interest in places, events and things I wasn't otherwise interested in or aware of, most recently Van Gogh's time in Provence, Oswaldo Guayasamin (Ecuador's most famous impressionist painter), Brazilian coffee, French Rose wine, the equatorial line, the Atacama desert, the colonial history of Brazil, the Vichy Government in France during WWII (go figure). By my own admission, I am an acquirer of information. Travel makes me smarter or at least more knowledgeable. I hope it makes me a more interesting person. My sons don't like the fact that on seeing a yellow "point of interest" sign I always want to go and have a look. "If you don't go, you won't know," I tell them. I am glad for all the "point of interest" signs I have followed.

"Traveling puts my life into perspective; it humbles me"

I associate travel with going "home," my family, my childhood, my teenage years and my university days. Without traveling across the Pacific Ocean I don't get to sit with my parents, my brothers, sister, nephews, nieces and all of my NZ friends. Without travel I can't be in Wellington.

I meet people I otherwise would have never known. My network of acquaintances and friends is much richer for all

the great people met in my travels. This coming weekend we are having dinner with a family we met on our recent trip to France, and the week after we are having a reunion of sorts with 2 or 3 families from our Costa Rica Trafalgar Family Vacation. How lucky we are. I consider it a privilege.

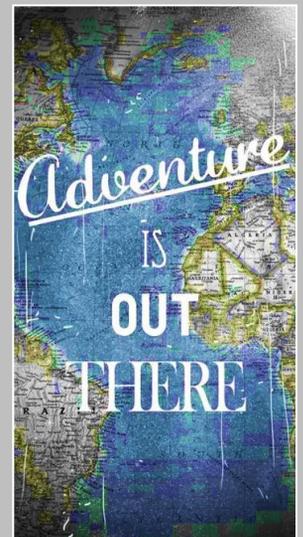
We all have our reasons to travel, me, you and all of our clients getting ready to travel with us in 2013.

Richard.



## The Travel Issue

Explore our passion for travel and learn how we help make travel dreams a reality.



## The TravCorp Times

Check our new look featuring our core values.

**Our Commitment** – We are committed to establishing lasting relationships with our customers by exceeding their expectations the first time and every time, through consistently delivering outstanding quality of service, experience and value.

## President's Corner

We asked our Presidents where they would most like to travel with their brands

By Igor Bosnic

### African Travel @Jim Holden

I know I'm biased having been born and brought up in Zambia but I would take a safari to Zambia and visit any one of the outstanding wildlife sanctuaries making up over 30% of Zambia's total land mass. Each area is different from the other so a safari around the main parks gives a varied experience of ecosystems and wildlife.

### Brendan Vacations @Nico Zenner

I would choose a Brendan *Slow Foods Boutique Journey*. This is a high-end, one-week Guided Vacation in France or Italy with maximum 24 guests. The itineraries meet the Slow Foods Philosophy of providing Good, Clean and Fair Food. Activities include dining at Michelin restaurants, wine tasting, learning about local produce, cooking lessons, visits to bakeries, chocolate manufacturers, etc.

### Contiki @Greg Fischbein

Egypt and anything Asia. Well-established as one of the manliest of men, I am secure enough to admit being daunted by traveling alone to a country that shares no commonality of language – a truly 'foreign' country. Contiki alleviates that concern, providing comfortable acclimatization, a wolf pack to join, and the opportunity to experience and enjoy countries outside my comfort zone.

### Destination America @Christophe Ghaye

Panama is a country of contrasts concentrated in a small area. Its capital, Panama City, is part Las Vegas, part Honolulu and part Dubai all mixed with a very strong historic heritage in the Casco Viejo - the oldest colonial settlement in the Americas. Panama is a gem waiting to be discovered & Trafalgar shows you the best of this little understood country on its 8-day *Panama, The Canal & Beyond* guided vacation.

### Grand European @John Miller

I'd say our 13-day *Vienna, Salzburg, Prague & Budapest*. As one of our top-selling tours, I'd like to see and experience what's driving those bigger guest counts. It showcases our World's Most Leisurely Tours heritage and positioning. I've not been to Prague, Slovakia or Hungary and I was a Political Science major in college so the political history holds a lot of appeal.

### Insight Vacations @Marc Kazlauskas

If given the opportunity I would love to travel on Insight's *Treasures of the Balkans*. It features some of the few areas of the globe I have not had the pleasure of visiting. I know several people that have traveled on this tour and they just raved about it. Its exotic location, unique food, rich history and extraordinary architecture make it a must-do on my bucket list.

### Trafalgar @Paul Wiseman

My trip would be Trafalgar's *Scenic Scandinavia and its Fjords*. I have discovered some of the world's greatest beauty in New Zealand and Western Canada, and I have been told that the stunning scenery found in Norway would rival the best of either of those magnificent countries, so I would definitely like to see that!

### Uniwold @Guy Young

One of my favorite trips was a cruise/tour in Egypt. We stayed at the amazing Four Seasons hotel in Cairo and our ship – the River Tosca – has been recognized as the best on the Nile. And there is nothing quite like visiting the Great Pyramids of Giza as I did with my wife in 2010.



Our Customers – We put the customer at the heart of everything we do in order to secure their engagement, loyalty and recommendation.



## Customer Service Stars

By: Elaine Salvatore

Congratulations to some of our outstanding employees who have been recognized for their stellar customer service:



Pam from Grand European Tours recently received a letter from one of her customers.

*"We received excellent service from Pam, the GET agent and booked on the spot. I truly appreciate all the planning it took to get a trip like this together. I've already recommended your company and Pam to a number of friends. I've been on first class trips to Japan and China which were wonderful, but neither surpassed the GET trip to Italy. Grand European will be my tour of choice. Many thanks to all for a job well done."*

Nina Lozada was recently awarded **Reservations Person of the Year** by AAT Kings.

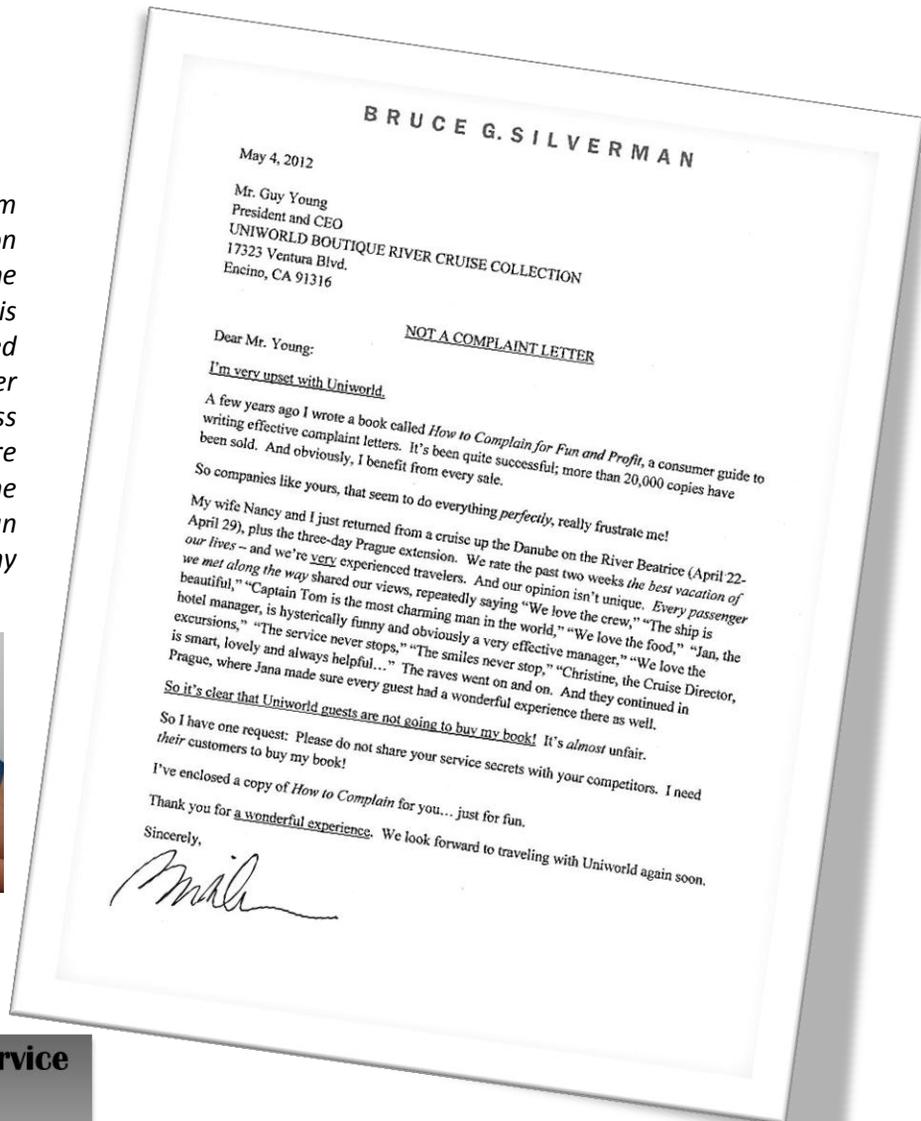


Great Work Nina!

## This is Not a Complaint Letter

By: Katie Lenahan

At Uniworld we are extremely proud of how successfully we are delivering on our commitment to provide our guests with the ultimate vacation experience and the feedback we are receiving from onboard surveys, letters from past guests, and websites such as [CruiseCritic.com](http://CruiseCritic.com). One of our favorite letters came unsolicited from Bruce Silverman, author of *How to Complain for Fun and Profit*. He wrote:



## Catch a Customer Service Star!

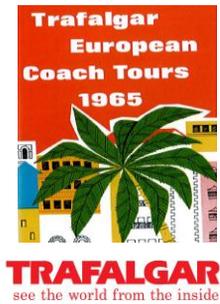


If you know someone who is a customer service star, please email: [travcorptimes@travcorpUSA.com](mailto:travcorptimes@travcorpUSA.com)

**Our People** – We Respect our people and encourage their ideas and creativity. We are committed to attracting, developing and retaining the best talent, challenging each other and demonstrating a ‘can-do’ attitude.

## Happy 65<sup>th</sup> Birthday Trafalgar & Happy 50<sup>th</sup> Birthday Contiki

This year two of The Travel Corporation’s brands celebrated milestone birthdays. Congratulations Trafalgar and Contiki, and thank you to everyone who has helped to create the enduring legacy of these great companies!



# Bravissimo!

## Congratulations to our Q2 Winners:

Kenia Vallin – Brendan Vacations  
Brian Spanel – Brendan Vacatons  
Adrian Renteria – Trafalgar  
Anna Kwon – TTC  
Debora Christensen - TTC  
Rubina Sarkisyan – Uniworld  
Vy-Uyen Truong – Contiki Vacations,  
Employee of the Quarter

Thanks to everyone who participated in the 2nd Quarter.

Employee Choice Awards 2012  
Who will win?



Voting begins early December. Winners announced at the Holiday Party.

## RECOGNIZE. NOMINATE.

## Employee Spotlight: Jamie Lovette

By: Brooke Scheer



Want to nominate someone for our Employee Spotlight? Please email: [travcorpimes@travcorpusa.com](mailto:travcorpimes@travcorpusa.com)

Most of us have not had the pleasure of getting to meet Jamie Lovette in person, but she is one of Brendan Vacations’ wonderful teleworkers. Take a couple of moments to get to know Jamie a little better!



**The most rewarding part of my job:** *Learning about all the destinations I sell and helping plan what could be a once-in-a-lifetime holiday for our clients.*

**Favorite destination I’ve traveled to:** *Amsterdam*

**Most memorable travel experience:** *Feeding the Emu’s and Roo’s at Featherdale outside of Sydney*

**Hobbies, talents, special interests:** *I love reading, hiking, fishing, playing games, watching movies, cooking, animals (especially reptiles), coins, thunderstorms and hummingbirds.*

**Three words to best describe me:** *Compassionate, impatient and outspoken*

**I’ve always wanted to try:** *Driving all over Australia discovering all the wildlife they have!*

**Our Involvement** - We act with honesty and integrity. We are inclusive, open and actively engaged with our customers, partners, employees and Tour Directors.

## Props for Presentation

By Igor Bosnic

On August 19<sup>th</sup> and 20<sup>th</sup>, the Contiki Sales Team represented their brand at one of the nation's biggest student homecoming events, UC Berkeley's Caltopia. Business Development Coordinator Ashley Woodring and Sales Administrator Jennifer Cone give us an insider's look into the extravaganza.

### Jen, what is Caltopia and how was Contiki involved?

Caltopia 2012 is a huge back-to-school event for UC Berkeley students that takes place right on their campus. Contiki loves attending this event because college students are totally the Contiki demographic. Students loved our booth! We had a fun game for them to play and all kinds of Contiki swag – sunglasses, Frisbees, re-useable bags, beach balls, nail files and pens. People love that stuff!

**Ashley, what's your overall impression of the event?** It was a learning experience working with STA travel as our partnership is new. I also learned that the Bay area traffic is a lot worse than SoCal ☺

**Jen, what was the best part about the event?** My favorite part of the event was getting to interact face-to-face with Contiki's potential clients – it's one thing to talk on the phone, but being in person is such a different experience! Berkeley is such a cool town too, with such great people.



### Ashley, how do you prepare for this kind of event?

We partnered with one of our preferred agencies – STA Palo Alto – for the event. I met with them to discuss what kind of activity and promotion we wanted to use. From there we get the promotional items and flyers created and then booked the hotels and rental car.



## TravCorp University Day

By: Elaine Salvatore

On September 18, 2012 The Travel Corporation welcomed more than 60 AAA of Southern California Travel Agents to our Anaheim office. The travel agents enjoyed a building tour, catered lunch, and presentations from several of our brands, while also experiencing our unique office culture first-hand. Thanks to the hard work of Madhvi Buch, Raina Nishino and their team of volunteers, The TravCorp University Day was a huge success! Many agents are already asking to return again next year!



**Our Delivery** – We are committed to delivering what we promise, and only to promise what we can deliver.

## On the Front Lines

We're proud to have the finest and most experienced Tour Directors in the world. Take a moment to get to know some of the amazing individuals who bring our products to life.



**Name:** Luis Lopez  
**Brand:** Grand European Tours  
**Years of Experience:** 40 (With GET since 1988)  
**Favorite Quote:** "Traveling is the best cultural investment a human being can make" (my own)

### What was one of your most memorable experiences as a tour manager?

There are many but I will always remember an included full-day excursion to Morocco on the day following 9/11. The group members decided, with my agreement, not to miss the trip to Morocco and it was very much enjoyed by all, with many locals expressing their solidarity and friendship when they knew the visitors were from USA. It was also an unforgettable day for me.



**Name:** JP Smith  
**Brand:** Destination America – Serving Trafalgar and Insight  
**Years of Experience:** 11 (2 years with Contiki and 9 with Trafalgar & Insight)  
**Favorite Destination:** I love the Southwest and West of America.

### What was one of your most memorable experiences as a tour manager?

Driving down a narrow road in the Canadian Rockies we came across a grizzly bear in the road. We couldn't go anywhere so I asked the driver to turn off the coach and we watched this huge bear walk around us for about half an hour. We even propped open the emergency exits to get good photos from above.



**Name:** Ryan Fockler  
**Brand:** Contiki USA  
**Years of Experience:** 3

**Favorite Quote:** "We shall not cease from exploration, and the end of all our exploring will be to arrive where we started and know the place for the first time." – T.S. Eliot

### What do you find most rewarding about your job?

Opening people's eyes to the magic in my own country. Too often we Americans take the beauty of our own backyard for granted. It's amazing seeing this country through the eyes of someone who hasn't been here before, and falling in love with it all over again.



**Name:** Bernhard Steiner  
**Brand:** Insight Vacations  
**Years of Experience:** 17

### What has been your favorite destination?

Without doubt Croatia, because its phenomenal scenery, ratcheting history and great people. I also adore Istanbul, my favorite big city on our South-Eastern European circuit.

### What do you find most rewarding about your job?

Being able to present destinations to our guests in such a manner that they will discover the unexpected, and to make history and destinations come alive to the degree that their outlook on certain aspects of Eastern and South-Eastern Europe will change forever.



**Name:** Mirela Varga  
**Brand:** Uniworld  
**Years of Experience:**

**Favorite Quote:** "The world is a book... and the ones that don't travel only read one page" Unknown

### What was one of your most memorable experiences being a tour manager?

The most rewarding thing about my job is, that at the end of every cruise, so many guests come to thank Uniworld and me in person or through lovely Thank You cards, for making their vacation, through my knowledge, care, enthusiasm and positive attitude, an even more memorable one, their best vacation ever!!! I feel part of a wonderful entity that may even change people's lives through the great and positive experiences we provide for them

**Our Drive** – We continually look for improvements in our products, our workplace and encourage taking the initiative. We are prepared to change when we need to.

## Panama: Beyond the Canal

By Christophe Ghaye

I did not have any expectations about Panama. All I really knew about Panama was the famous Canal, the infamous Manuel Noriega and what I had read about Panama in Trafalgar's new itinerary developed by Emma Pitre, DA's Director for Latin America. As I landed in Panama, I went from surprise to surprise! Panama is a country of contrasts concentrated in a small area the size of South Carolina and has one of the world's fastest growing economies. Its capital city, Panama City, is part Las Vegas, part Honolulu and part Dubai all mixed with a very strong historic heritage in the Casco Viejo.

Fifteen minutes away from the booming heart of Panama is the stunning engineering masterpiece of the Panama Canal, which will awe even the most jaded traveler. In about 30 minutes, one can drive from Panama City on the Pacific to the Caribbean coast, while stopping halfway to explore the tropical jungle of the Gamboa Rainforest where I saw more wildlife during a 45-minute cruise than during my 4-day cruise through the Peruvian Amazon.

Finally, in a stark contrast to Costa Rica, Panama is home to a thriving and rich indigenous culture, including seven distinct cultures: the Embera, Wounaan, Ngobe Bugle, Guna, Nasco and Bribri. Panama is a short 6-hour flight from Los Angeles via the excellent national airline Copa, for half the fare to Hawaii. It is a gem waiting to be discovered and Trafalgar shows you the best of this little understood country on its 8-day *Panama, The Canal & Beyond* guided vacation.

## A Traveler's Guide to Savannah

By: Lisa Masciana

*Once a colonial capital, Savannah is one of those mysterious cities steeped in history, ghost stories and great places to eat.*



See Savannah like a local on the Old Town Trolley Tour.



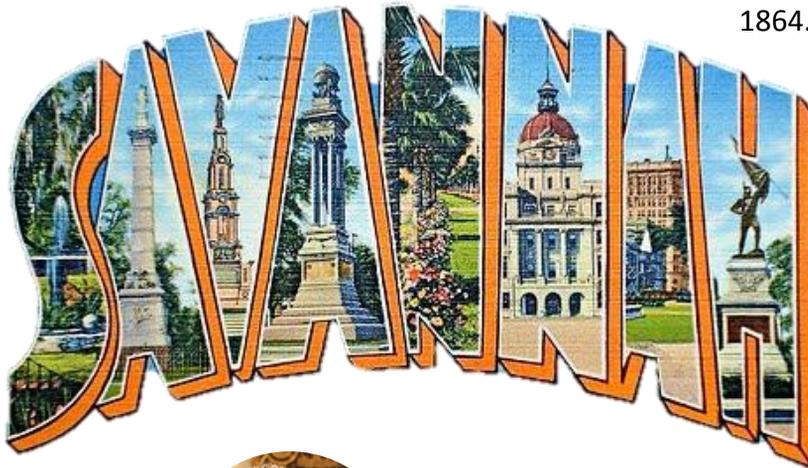
The Bonaventure Cemetery is home to some of Savannah's most famous natives and (most famous ghost stories)!



Experience Savannah's rich history at the Green-Meldrim Mansion, the headquarters of General Sherman after he occupied Savannah in 1864.



The beat goes on with a 5-piece band and cast of singers at the Historic Savannah Theater. Home to the only professional Broadway-style shows in town.



Get a real taste of true Southern hospitality at Paula Deen's landmark restaurant, The Lady & Sons.

**Our Responsibility** – We accept our individual and team responsibilities and we meet our commitments. We are accountable for our own actions, performance and decisions.

## Be a Sustainable Traveler

By Katie Lenahan

As members of the travel industry, it is especially important that we lead the way in being environmentally friendly. Traveling responsibly means conserving natural resources, supporting local cultures, and making a positive impact on the places we visit. Some steps are big, others are small, but all can make a difference, especially if we take them together!

### Unplug Your Home and Office

Responsible traveling begins at home. Before you head out, unplug any appliances that won't be in use while you're away, such as computers, chargers, televisions, video game players, and microwaves.

### Pack Your Environmental Ethics

Just because you are on vacation doesn't mean you should throw your environmental ethics out the window. According to a recent industry survey, 60% of people reported that they are more likely to leave the light on when they leave a hotel room compared to when they leave home.



### Go Paperless

Use online resources to plan and book your trip, and when necessary, print out maps and other materials at home on recycled paper, or use some of the wonderful travel apps available for your smart phone or tablet.

### Lighten Up

Packing light will make it easier to get where you're going, while also reducing your negative impact on the environment. So leave that extra pair of shoes at home, and stick with durable, neutral-colored clothing that can be easily mixed and matched to create different looks over several days of travel.

### Bring Your Own (Water) Bottle

According to the Container Recycling Institute, more than 60 million plastic water bottles are thrown away in the United States each day! And that is just in the United States. Bring your own water bottle when you travel to help decrease the amount of waste you produce.



## Stay Healthy While Traveling

By Katie Lenahan

**Stay hydrated:** Use your reusable water bottle and drink lots of water! Spending long hours on an airplane and adjusting to different time zones can cause you to become dehydrated and decrease your body's ability to fight off germs and infections. Stay healthy *and* be a responsible traveler!

**Our Passion** – We show pride, energy and determination in all that we do. We are committed to creating exceptional experiences for our customers, employees and Travel Directors.

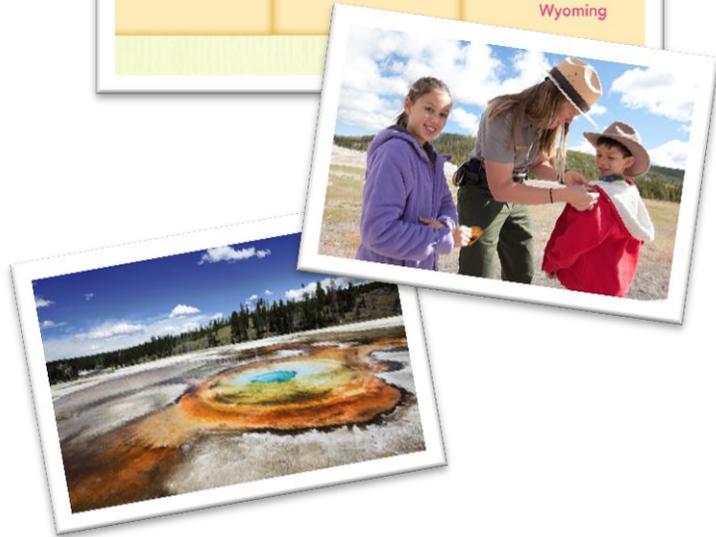
## From Dreams to Reality: The Lifecycle of a New Product

By Igor Bosnic

I recently sat down with Destination America's Senior Product Manager, Morten Anthun and discussed the lifecycle of a new product from conception to execution. We took a look at Trafalgar's Family Experience, *Dude Ranchin'*, *Yellowstone & Glacier Round Up*, and Morten explained how the DA team turns dream itineraries into realities.

Morten opened by explaining that, "launching a new product is a collaborative effort," which is determined by several factors such as, "market forces, executive suggestions, and developing trends." After analyzing these factors, Morten and his team build the "skeleton" of the new itinerary. They focus on the basic city-to-city outline, taking into consideration the number of days in each city, the best gateways – which depend largely on airports – and the itinerary anchors, which are the main selling features of the trip. For *Dude Ranchin'*, the main highlights are unique visits to 320 Guest Ranch, Buffalo Bill Historical Center, and Yellowstone National Park.

After the itinerary basics are sketched out, the team moves on to a research phase, where they fill in the skeleton. This is a tough step in the development process because the team must string everything together – from desired inclusions to practical routing – all the while trying to keep costs low. How do they juggle both development and costing simultaneously? It's not easy, but Morten emphasizes that a "good customer experience is preferred over price," and that their team is committed to delivering the "element that's wonderful for the guest."



Once they have the itinerary details locked down, the team moves on to turning their dream vacation into a reality in the contracting phase. This is where the team receives several bids from possible vendors and negotiates to get the best rate possible.

Once the negotiating-gurus secure the best rates, the product build team goes into Tropics and loads the new trip information. After launching the trip in Tropics, the marketing teams finalize the copywriting and image selection, among other things, and produce a brochure.

So how long does this all take? A new product takes about 2 years to become a reality. Generally speaking, planning starts in September for an appearance in the following year's brochure – meaning it operates the summer after that.

I'd like to thank Morten and the DA team of product managers and coordinators for their help and hard work. Thank you for giving us a little insight on how we create our consistently amazing products!

**Service** – If you are not servicing the customer directly, you need to be servicing someone who is.

## Trafalgar's 2013 USA & Canada Launch Event

By Elaine Salvatore

In July, Trafalgar celebrated the launch of its new 2013 USA & Canada brochure. Global CEO Gavin Tollman, President Paul Wiseman and Vice President of Sales Melanie Cole hosted a "Your Choice Dining" lunch, emulating the new dining feature available on select USA & Canada trips. Gavin, Paul and Melanie each had their own restaurant (Gavin's Dogs, Wisey's Grill and Mel's Mex) and served lunch to the Trafalgar team.



## Upcoming Volunteer Opportunities

By Kelly Ortega

With the holiday season quickly approaching we have some great volunteer opportunities coming up:



**Who:** Second Harvest Food Bank  
**What:** Thanksgiving Food Drive  
**When:** November 5 – 19  
**Where:** TravCorp Anaheim Office



**Who:** Cops for Kids  
**What:** Holiday Toy Drive  
**When:** December 3 - 12  
**Where:** TravCorp Anaheim Office

**More details to follow!**

**Social Responsibility** – We strive to enhance and protect the communities we work in and to be a good corporate citizen. We actively encourage employee participation. We do not compromise safety.



## Kick It For A Cause

By Mario Herrera and Mariela Rivera

Mario Herrera and Mariela Rivera from the Uniworld Encino office organized the **2012 Kick It For A Cause** Soccer tournament to raise funds for the Downtown Women's Center, which serves thousands of homeless women in the greater Los Angeles area. The event took place on June 16th in Winnetka, California and hosted an all-day, 8 v. 8 soccer tournament. The event raised \$1,300 for the Downtown Women's Center and its programs.

**T.E.A.M Work** – We are a supportive global team focused on inclusive, transparent and collaborative communication.

Congratulations Kimberly and Matthew Teske and Amy and Shawn Fancy



## Thank you to the TravCorp Times Contributors!

Andrea Mullens, Ashley Woodring, Bernhard Steiner, Christophe Ghaye, Emma Pitre, Greg Fischbein, Guy Young, Jacqui Chaffins, Jennifer Cone, Jim Holden, Jo Baseley, Josh Chance, John Miller, JP Smith, Julie Quarry, Justine White, Kelly Ortega, Kim Severini, Lisa Masciana, Luis Lopez, Luke Haan, Marc Kazlauskas, Mariela Rivera, Mario Herrera, Mirela Varga, Morten Anthun, Natalie Moromisato, Nico Zenner, Nise Baker, Paul Wiseman, Richard Launder, Ryan Fockler and Silvia Reyes.

TCT Editors: Elaine Salvatore, Brooke Scheer, Katie Lenahan & Igor Bosnic



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