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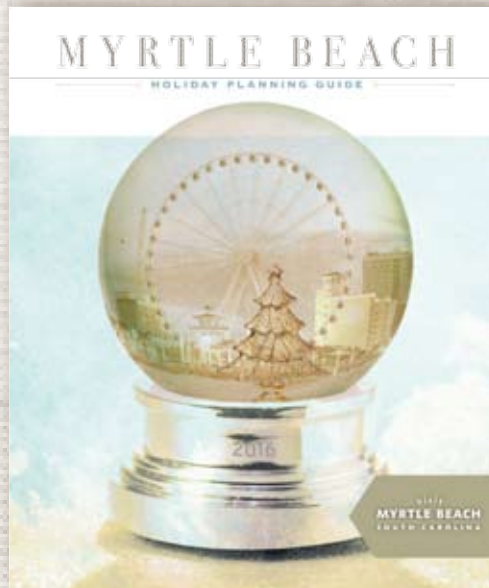
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PERSONALITIES



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BY MARSHA MACK GOBERISH

No two travelers are exactly alike, so why should you take a “one size fits all” approach to planning trips? People want different travel experiences based on their individual tastes and preferences, which can present a challenge for group travel planners. Fortunately, the Six Travel Personalities will help you understand the different travelers in your group and learn how to deliver trips they will appreciate.



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- 6 *the ADVENTURER*
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6 travel personalities

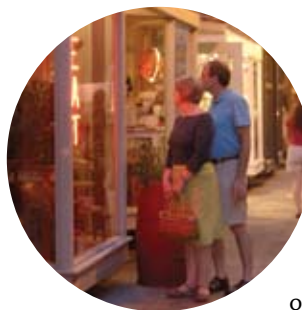
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“THERE IS MUSIC IN EVERY VENUE AND STREET CORNER WE VISIT, INCLUDING CONGO SQUARE, PERHAPS THE SINGLE MOST POPULAR PLACE FOR AFRICAN AND CARIBBEAN MUSIC.”

— WILL NORRIS

TRAVEL FOR *the senses*



The epicurean is the traveler who enjoys experiences that involve their senses. They love to see, hear, smell, touch — and especially taste — in their travels. They love exploring museums and hearing the beat of music. And they adore mealtime.

To cater to an epicurean personality, you may want to work with a tour operator and/or step-on guide that has specific expertise in that field of interest. Or you may want to take the opportunity to travel off the beaten path and go the extra mile to make your epicureans very, very happy.

Those experts exude passion and offer in-depth experiences that you may not find on a broad-spectrum tour.

TAKE IN THE SIGHTS

Jeff Mishur and his wife, Michelle Paulch-Mishur, co-owners of ArtExcursions in Riverside, Illinois, have an intent purpose when they lead individuals and groups whose interests include world-famous art, architecture and gardens throughout the United States. An art historian and university professor respectively,

Above: Discovering artsy Asheville, courtesy ExploreAsheville.com

they assure their travelers there will be no whirlwind tours.

“Our goal is to offer quality time,” said Mishur. “We hear from so many that they spent an hour or two in the Metropolitan Museum of Art in New York City or other major museums. For the art aficionado, it is difficult to fully appreciate these incredible venues in that short amount of time, but we understand that most tours typically don’t offer much time in any one place.”

Though they are based near Chicago, the professional couple feels confident in every great art city in the country. From a private roof-top tour and reception at the Biltmore in Asheville, North Carolina, to a three-day program exploring the work of Frank Lloyd Wright at Fallingwater in Pennsylvania and the Pittsburgh area, this couple designs, leads and hosts their travels and offers step-on guide services as a component of an itinerary or “the whole enchilada — arranging hotels, meals and more,” according to Mishur.

www.artexcursions.com

TAKE IN THE SOUNDS

If you’re taking advantage of an in-depth ArtExcursions’ New Orleans excursion featuring the Degas House, the New Orleans Museum of Art, a French Quarter walking tour and more, your epicureans will also be jazzed at the idea of a day with the folks from New Orleans Music Tours.

“This is the place where the Creole, French, Spanish, and freed and enslaved Africans came together to create the most influential city in popular music,” said Will Norris, co-founder and tour guide.

Music tours include the self-explanatory Jazz on the Rocks, Music Gumbo and Night on the Town. Groups can have behind-the-scenes experiences at the Backstreet Cultural Museum, which houses one of the most comprehensive collections of New Orleans African-American masks used in Mardi Gras

celebrations, funerals, and social aid and pleasure clubs.

“Live Mardi Gras Indian music and black social aid club traditions are all part of the visit,” Norris said.

“There is music in every venue and street corner we visit, including Congo Square, perhaps the single most popular place for African and Caribbean music. We’ve had a re-created jazz funeral from the 1800s held in a cemetery and group members invited to learn the rhythms while draped in African-print shawls. It is so exciting.”

www.neworleansmusic.com

TAKE IN THE TASTES

If you happen to be on Interstate 74 in Illinois on your way to an ArtExcursion tour of the Renzo Piano-designed Modern Wing at the Art Institute of Chicago, your epicureans will never settle for stopping at a ho-hum restaurant along the way. A partnership of six convention and visitors bureaus adjacent to this major artery have developed a new promotional print and online brochure called “Triple D Galore Along

I-74; Diners, Dives and Drive-Ins Across Illinois.” Those participating CVBs include Bloomington Normal, Champaign County, Danville Area, Galesburg, Peoria and the Quad Cities.

“You’ll have the chance to go where the locals go,” said Jessica Waytenick, media contact for the Quad Cities CVB and enthusiastic foodie. “These are places that are not necessarily promoted and that you wouldn’t find without the guide.”

The brochures provide phone numbers, websites, photos and descriptions of nearly 40 restaurants that guarantee a scrumptious way to travel Illinois. They can be downloaded or viewed online at each of the participating CVBs’ websites, including the Quad Cities.

www.visitquadcities.com



Top: Street Music in New Orleans, courtesy New Orleans Music Tours.
Bottom: A Quad Cities food hotspot, courtesy Quad Cities CVB

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“YOU CAN’T BELIEVE IT WHEN YOU LOOK UP AND SEE THOSE ROCK FORMATIONS. BUT GROUPS SHOULD KNOW THERE ARE LOTS OF OPPORTUNITIES TO JUST FLOAT, FISH, HIKE AND SEE LOTS OF NATURAL HISTORY, LIKE NATIVE AMERICAN SITES AND OLD CABINS.”

— TRISHA WARREN

TRAVEL THAT *stirs* the *blood*



In many ways, the adventure traveler is that potential group member that travel leaders have attempted to lure for the past decade.

This is the traveler who demands some free time on a group tour. No matter how well priced and fun-filled it may be, if every minute of the day is planned, the adventurer is not interested. Perhaps, he simply wants some time to put his feet up.

Or she — she may want to have the time to explore the distinctive pottery shops in that secluded corner of the city. Whatever their reasons, adventurers want spare time away from their fellow travelers.

Adventurers are also looking for thrills they can’t get at home and the challenge of outdoor activities. Offer some heart-pumping river rafting or the excitement of spotting a rare bird or even a feast of grilled salmon under the stars, and the adventurers in your group will likely swoon.

SHOES ARE THE STARS

Eager to attract adventurers of all ages and skill levels, Joanie Coates, manager of Experiences, the aptly named group at First

Above: First American Bank travelers ride a camel in Egypt, courtesy First American Bank

American Bank in Des Moines, Iowa, uses sneakers as icons in her trip materials.

“Because of our range of ages, we have a diverse range of physical capabilities,” said Coates. “Defining physical capability of those tours right up front with a rating system of one to five sneakers, included on our marketing brochures and announcements on our website, makes it easy for group members to decide if they might have interest. One sneaker means there is little needed for physical strength.”

Coates has had many adventurer lovers from Experiences join her on her climb through the Ollantaytambo ruins in Peru, zip lining in Costa Rica and even an exotic animal encounter in Egypt.

“A 90-year-old group member rode a camel in Egypt,” she said. “Adventurers can be of any age.”

A ONE-SNEAKER ADVENTURE

In the area that has been called a wetland of international importance, the Horicon Marsh in Horicon, Wisconsin, is where turtles, blue herons and the majestic American egret seem to appear on cue.

“What we see changes dramatically on a seasonal basis, but every season offers dramatic sights,” said Mark Zuelsdorf, the captain of our pontoon boat and a wildlife expert who can spot a red-bellied woodpecker or a rose-breasted grosbeak a half-mile away. Co-owner of Horicon Marsh Boat Tours, Zuelsdorf has been giving tours for 45 years.

The company offers three tours from May through October: a sight-seeing tour, a sunset cruise and a birding adventure.

“These pontoon tours are designed for the photographer, birder, nature lover and those who just like to loaf, look and listen. And don’t worry about being a bird expert — leave that up to me,” Zuelsdorf said.

The Wisconsin Department of Tourism has deemed this attraction part of their Travel Green Program.

“This means we are environmentally conscious,” Zuelsdorf said. “Everything from our lightbulbs to the paint on the boats has to meet certain standards.”

www.horiconmarsh.com

A FIVE-SNEAKER RATING

North Star River Expeditions in Idaho is a rafting operation and a family affair. Owner Tricia Warren explained that participants are also treated like first-class family members.

“This is an all-inclusive trip,” she said. “We provide everything, including the sleeping bags.”

Three- to six-day backcountry rafting trips on the Snake River in Hells Canyon — the deepest gorge in North America — or on the Salmon River, the longest free-flowing river in the lower 48 states, are options.

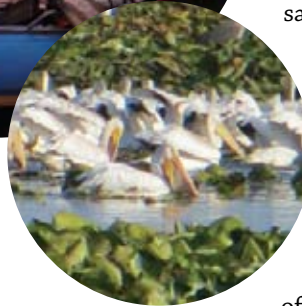
Both excursions can include class II, III or IV rapids and powerful displays of whitewater. All types of rafts are available, and majestic sights through rocky cliffs

and narrow rock canyons are just part of the ride.

“The grandeur of it — it’s so gigantic,” said Warren. “You can’t believe it when you look up and see those rock formations. But groups should know there are lots of opportunities to just float, fish, hike and see lots of natural history, like Native American sites and old cabins.”

Outdoor adventurers know that camping out in the fresh air can work up an appetite, and North Star doesn’t disappoint. The cuisine features fireside cooking at its best: Grilled salmon, steak and even pasta, along with Dutch oven corn bread and brownies, guarantee a good night’s sleep.

www.northstar-rafting.com



Top: Backcountry rafting with North Star River Expeditions, courtesy North Star River Expeditions
Bottom: Blue herons and American egrets at Horicon Marsh, courtesy Horicon Marsh Boat Tours

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“WE SPENT MUCH MORE TIME THERE THAN WE SHOULD HAVE, BUT A TIME LIKE THIS IS WHEN IT IS IMPORTANT TO BE FLEXIBLE. IN FACT, THEIR ENTHUSIASM WAS INFECTIOUS, AND IT WAS GREAT TO SEE THEM SO EXCITED.”

— LADONNA ALLEN

PASSION AND *personality*

The group member we call the pilgrim is, in many ways, the kind of traveler leaders relish. There is no doubt this person is excited, well prepared and dedicated.

This vacationer has had this trip on his to-do list for as long as he can remember because there is at least one destination on the itinerary that he holds dear to his heart. He has read about it, he has studied it, and he may even have an emotional attachment to it. Though some components on the excursion may be irrelevant to him, it is grand to have such an educated group member who is happy to share his knowledge.

On the problematic side, the pilgrim also expects everyone else in the group to share his overwhelming enthusiasm — not always the case, as travel leaders know.

TRUE TREASURE HUNTERS

On what was to be a simple day trip in 2013, LaDonna Allen, alumni association director for Wallace State Community College in Hanceville, Alabama, discovered she had three pilgrims on her motorcoach.

“Our group loves the day trips we make to antique and thrift stores,” Allen said. “On this particular trip with 32 people aboard, we had three women who



Above: Wallace State travelers find treasure at the Unclaimed Baggage Center. Courtesy WSCC

came from far away to join us because the Unclaimed Baggage Center in Scottsboro was on the itinerary.”

The Unclaimed Baggage Center is a sprawling 40,000-square-foot store with a variety of departments to explore, including fine jewelry, books, electronics, clothing and even an area deemed as a museum for items the website claims are “too weird or wonderful to sell.”

“The company has been in business for years. The store not only has items from unclaimed airline baggage but stuff from trucks and other sources. It’s not all used; there’s lots of new merchandise,” said Allen.

On that particular day, with many stops on the agenda, including lunch at an eatery that specializes in Southern cuisine, Allen realized that her three pilgrims had no intention of leaving the Unclaimed Baggage Center in the allotted time.

“They loved that place,” she said with a sigh. “We spent much more time there than we should have, but a time like this is when it is important to be flexible. In fact, their enthusiasm was infectious, and it was great to see them so excited.

“They bought quite a bit of stuff. Can I tell you that there is no way we could have jammed one more thing in the bottom of the bus?”

ONCE WAS ENOUGH FOR THESE PILGRIMS

On a more serious adventure, Kay Baker, director of the Southwest Club at Southwest Bank in Fort Worth, Texas, claimed that her entire group was undoubtedly made up of dedicated pilgrims on a trip to Vietnam and Cambodia.

The 17-day land and sea adventure included a cruise on the Mekong Delta and time exploring rural and urban areas. “But what was most important was seeing the Vietnamese battlefields and those places that were just television images for those of us who lived through the war,” Baker said. “In many ways, we

all had an emotional attachment to those jungles.”

There were no Vietnam veterans on that trip. “From my experience, people who served there don’t want to go back,” said Baker. “But for the rest of us, it was so important to relive what these guys went through.

“The first thing we learned through our local guides was that while we call it the Vietnam War, they call it the American War. When visiting their museums on the war, it was obvious the slant was toward the Vietnamese, of course; but all we saw was true. It was so poignant to see this from the other side.”

But what stunned Baker and her fellow pilgrims in their quest to see where this war was fought were the tunnels.

“These tunnels were tiny — not even two-foot square,” said Baker. “They were built during the war with the French, and they utilized them when the Americans were there.

The Vietnamese soldiers would live down there during the day, as they were fully equipped with kitchens and more, and they would come out at night and kill the Americans.

“A Vietnamese man who was in the war showed us the tunnel diagrams. Some travelers got on their hands and knees and crawled through them, but I couldn’t do it. It is incredible to think this is how they lived.”

Baker added that this particular area was far from beautiful. “It was hot, horribly hot. It was educational, but it wasn’t beautiful,” she said. “We were all glad we experienced it, and those battlefields and tunnels are places we will never forget.

“But I think I can speak for all of us when I say we don’t want to go back.”



Above: Southwest Bank’s tour to Vietnam included looks at tunnels and foxholes used in the Vietnam War. Courtesy Southwest Bank

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“THESE PEOPLE ARE SO HAPPY—THEY ARE ALWAYS LAUGHING. IN FACT, THEY THINK WE ARE RICH, BUT THEY ARE SO MUCH RICHER THAN WE ARE. THEY HAVE NOTHING, AND YET THEY ARE SO JOYFUL,”

— LINDA MATTINGLY

friends

I HAVEN'T MET YET



The connector in your travel group is the one who hopes to immerse himself in his new destination. He introduces himself to the hotel receptionist in Munich, the waiter at breakfast in Sydney and the museum curator in Paris.

He wants to know all about those local folks. He makes friends in an instant and has conversations that are often in-depth and sometimes personal.

For the connector, traveling affords the opportunity to experience what it is like to live somewhere else, if even just for a day or two. Feeling like he is part of the culture is what makes traveling fun for him, and he is the first to jump onstage when the entertainer asks for a volunteer. He will have the most questions when a native is leading a tour.

CONNECTING MAKES MEMORIES

The travel companion and wife of one such connector tells the story of her husband making friends with the hotel manager, countless restaurant wait staff, many housekeepers, groundskeepers, store clerks — anyone who is willing to chat. Upon departure from destinations around the world, inevitably there are hugs and gifts exchanged.

Above: David Goberish poses with grounds workers at a resort in Mexico. Photo by Marsha Mack Goberish.

On one occasion in Antigua, they were invited to their taxi driver's humble abode for Thanksgiving dinner — thanks to her husband's connecting, of course. At the end of a lengthy meal, the taxi driver suddenly invited his sister in from a back room, introduced her and asked the connector and his wife if they would take his sister home to live with them. He assured them she was an excellent cook.

As the wife of that connector, I can assure you that didn't happen.

And as that connector's travel companion, I sometimes find it a little frustrating that we can't walk from here to there without stopping to discuss the day with new friends. But I appreciate his sincere interest in others and concede that while we see incredible sights on every journey, it's always the people we meet that we talk about for years.

CONNECTING CREATES AUTHENTIC EXPERIENCES

Most enthusiastic travelers have at least a little of the connector persona. Many tour operators realize the importance of connecting on a tour and, as a result, offer local and even in-home experiences throughout the world. Linda Mattingly, director of the Star Club at Alliance Bank in Sulphur Springs, Texas, is sure that her group's exotic itineraries include such dynamic encounters.

Mattingly speaks for herself when she describes the value of people-to-people interactions. An avid lover of animals, she only briefly mentioned the incredible beasts her group encountered when they visited Kenya. It was her times in the native villages that touched her.

"These people are so happy — they are always laughing. In fact, they think we are rich, but they are so much richer than we are. They have nothing, and yet they are so joyful," she said.

Looking at a handcrafted necklace, a gift from one of the Kenyan natives that is framed in her office, Mattingly's tears began to flow.

"When you think about your favorite gifts in life, what are the best things? They are the gifts that come from the soul. I can't tell you what those times have meant to me. I've been there four times, and I could go every year because I put that joy in my heart and bring it back with me."

Kevin Butler, director of the Eagle Travel Club for American National Bank in Ardmore, Oklahoma, describes those connections from his worldwide travels as "added excitement."

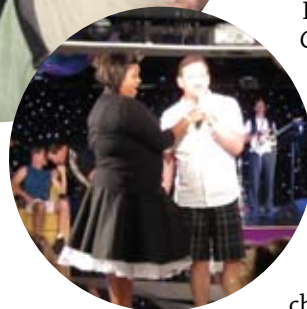
"Those are the moments you remember," he said. "And I think it is because I enjoy getting involved that I can say I've never been to a destination that I didn't like."

Butler recalled taking a vacation to Costa Rica by himself. He had a little trepidation about traveling alone, but this connector ended up making lifelong friends.

"I never ate one meal by myself, and one woman nicknamed me 'Oklahoma.' In fact, when Oklahoma had a serious tornado not too long ago, some of these friends sent checks to our bank that was raising funds for victims."

With such zest for connecting, Butler also makes a fun-loving director for the Eagle Club. He has been known to participate in a dancing competition on a Hawaiian cruise and, on another occasion, grab a woman on the streets of Switzerland and dance — just for the heck of it.

"It's all about having fun and experiencing the different cultures," he said. "The key to travel is relationships."



Eagle Travel Club members dance in Germany (top) and participate in a stage show in Hawaii (bottom). Photos courtesy American National Bank.

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“I THINK ALL OF US WOULD AGREE THAT IF EVERYONE COULD SEE THE WORLD THROUGH BETSY’S EYES, THE WORLD WOULD BE A BETTER PLACE.”

— LINDA STENSENG

who knew?

Most seasoned travel leaders will smile and nod their heads when they read about the learner. They’ll recognize that guy on the motorcoach who has brochures stuffed in his pocket, a pen behind his ear and a thick journal tucked underneath his arm.

He is the one who most appreciates your educational venues, and he is sometimes a few minutes late returning to the bus when you’re visiting places he can’t resist. Stop by the Kennedy Space Center in Florida and he will return to the motorcoach being the only one who knows how many shuttle missions were launched from the facility (135). Visiting the Kentucky Derby Museum in Louisville? Your learner will have Derby trivia memorized and test his fellow travelers over dinner that night with questions about horses that have won the race.

And when a local tour guide is onboard? Let’s just say that guide had better know her stuff because the learner will ask detailed questions — and lots of them.

A TEXTBOOK EXAMPLE

Lynda Stenseng, director of 55 Connection at the First National Bank Bemidji in Bemidji, Minnesota, did smile in recognition when asked if she had a learner in her group.

“Indeed. Betsy [not her real name] is a retired educator, has traveled with us for 20 years, and everyplace we visit is like going into a candy store for Betsy,” Stenseng said.

As the one who tediously plans much of 55 Connection’s travels, Stenseng appreciates the rewards she receives when Betsy showers her with appreciation after every stop.

“You know she is going to praise everything, and you know she goes home and thinks about all she has learned,” said Stenseng. “And when a tour guide asks if anyone has any questions? Oh, boy — you know she is going to ask questions that no one ever thought to ask. Betsy could never come up with a favorite trip she has been on because every trip has been her favorite.”

Though at times those endless questions frustrate her fellow travelers, Stenseng said, “I think all of us would agree that if everyone could see the world through Betsy’s eyes, the world would be a better place.”

EXTENDED LEARNING TOURS AIM TO PLEASE

Travelers like Betsy choose their trips with their personal learning in mind. “For instance, you’d never see Betsy take a casino trip,” said Stenseng.

But Stenseng said Betsy would be enthralled to have a behind-the-scenes tour at any educational venue they might visit. Lucky for Stenseng and all travel leaders with learners onboard,

behind-the-scenes tours are abundant these days.

At the Toledo Zoo in Ohio, those tours include visiting a VIP area to observe the polar bears.

At the Huntsville Botanical Gardens in Alabama, a behind-the-scenes visit tells the personal stories of the Garden of Hope, which is dedicated to cancer survivors. And at the Hershey Theatre in Pennsylvania, groups are led through and given details on the Grand Lobby, the balcony, the dressing rooms, secret passageways and more.

Factories producing jewelry, candy and cars are also inviting visitors to observe the tricks of their trades. The Edsel and Eleanor Ford House, a historic home in Michigan, offers a variety of behind-the-scenes tours that show off this private estate’s massive gardens, the renowned architecture, an impressive collection of art and antiques, and the quarters where the staff once lived and worked.

“What is attractive about behind-the-scenes tours is that they appeal to everyone,” said Stenseng. “Giving my group members, including Betsy, the opportunity to go above and beyond the usual sights, sounds and tastes of your run-of-the-mill tour is a way to make everyone happy.”



Above: The learner has likely studied a destination extensively before even beginning a trip. Photo by Marsha Mack Goberish

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“ONE OF MY FAVORITE TRAVELING PERKS IS THE SHOPPING. I ALWAYS TRY TO BUY JEWELRY OR SOME SORT OF ORIGINAL ARTWORK EVERYWHERE WE GO.”

— ELIZABETH MCCOY

THE *sweet buy AND buy*

The final travel personality we are featuring is the vacationer. Chances are this sort of person isn't the one who has saved a lifetime for an exotic trip.

He simply loves to shop, buy some T-shirts, enjoy a beer, see a good show and not stress about anything too complicated. Paying close attention to the commentary from a Parisian museum docent or flying a thousand feet above the earth on a Costa Rican zip line probably aren't his thing.

A VACATIONER IN ALL OF US?

Much about the vacationer seems to get a bad rap when it comes to sophisticated travel. Our Select Traveler editor, Brian Jewell, who has traveled the world on his travel writing, has, at times, been frustrated.

“I'm just going to put it out there,” he said. “I'm tired of shopping. I didn't buy anything at the first retail stop, and I'm not going to buy anything at the next one.”

Phyllis Stoller, founder and president of the Women's Travel Group, touted as one of the most influential women in travel today, doubts that she would ever see a classic vacationer on one of her journeys.

“Our itineraries do not include free days wasted or shopping at the guide’s nephew’s carpet shop,” she said. “I don’t care about a beach hotel and spending time on the beach. Those are not the reasons you have been dreaming about this trip. You can do those things back at home.”

But let’s face it: There is a little of the vacationer in all of us. Chances are that Jewell, a good husband, has been known at the end of the day to buy a souvenir for his wife, put his feet up, enjoy a beer and admire the spectacular scenery.

Stoller nods her head in agreement.

“I’m going to India next week, and I’ve already been online looking where I can find cashmere scarves — for me.”

Admittedly, Elizabeth McCoy, president of Planters Bank in Hopkinsville, Kentucky, and chair of the Kentucky Chamber of Commerce, rates her worldwide travel itineraries on the shopping availability.

“One of my favorite traveling perks is the shopping,” she said. “I always try to buy jewelry or some sort of original artwork everywhere we go. For instance, I have beautiful lacquer boxes from Russia. But I remember my first time in Russia, I was wondering, Where is the gift shop? They took us to a little book rack.

“The second time there, they had so much more to offer. The former Soviet Bloc countries are getting much better, from accommodations to cuisine to gifts, in attracting travelers,” she said.

A DAY OR TWO IN PARADISE

But for the hardcore vacationers who have little interest in anything but passive entertainment, travel planners might want to attract them to their program by offering a special-interest minitour.

Bank travel leaders have been doing a great job of this sort of tour for decades, offering short trips to outlet malls, antiquing communities and even holiday shopping treks to New York City, often with a professional musical or play production to top off the excursion.

When offered a few times a year, those trips will typically be smaller and perhaps the most enjoyable and memorable trips for your travelers who are those laid-back vacationers.

For those of us, like Jewell, who admittedly possess few of those vacationer traits, it’s enough to simply be assured we have a souvenir or two for our loved ones and, at the end of the day, put our feet up, enjoy a beer and admire the spectacular scenery.



Above: Vacationers are often more interested in leisure activities than cultural exploration when they travel. Photo by Marsha Mack Goberish

A man with a grey beard and a light blue shirt stands in a desert landscape. Behind him are three camels, some with saddles. The sky is blue with scattered clouds. The overall scene is bright and sunny.

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we explore

Together we travel.

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