

Churchill & Turen Ltd.

TRAVEL PROFILES IN BRIEF

Matching Personalities to Trips

This week, I thought we'd brainstorm some vacation destinations by trying to fit brief profiles together with some specific recommendations. Although this is an, admittedly, subjective exercise, I hope it will provide some new ideas that might be helpful. Do you recognize yourself among these profiles?

“We’re in our twenties, newly married, and about to take our first vacation on a budget. We figure that we can spend about \$1000 total for a four or five day vacation somewhere warm. We haven’t been anywhere”

Recommendation: If you're flying out of Chicago and you're seeking a resort environment, there are three low-price options that seem to be always available. You can fly to Nassau, in the Bahamas, a sad little cruise ship port town, the island of Jamaica, where the resorts of Ocho Rios and Negril beckon, or the newer resort of Cancun, on Mexico's west coast..

Each of these destinations is served by non-stop charter airlines and that's how you save money. Unlike cruise ship lines or resorts, Caribbean tour operators continue to offer last minute deals. These deals can be found in the Tribune Sunday travel section. I would pay particular attention to the offers from Apple and Funjet. If you want to know if the deals are good, see if you can find a quality hotel, rated 5 or 6 "apples", in the \$125-\$145 per person, per day range. This price should include round-trip airfare, your hotel room inclusive of taxes, and transfers to and from the airport.

“We’re going to London for a week. It’s a special vacation, our third in Europe, and we’re celebrating my wife’s promotion. We were thinking about a few days at a fine London hotel followed by three nights in the countryside, perhaps visiting Oxford. This needs to be romantic. Where should we stay”?

Recommendation: In London, I like the Lanesborough, across from the Queen's home, Claridge's, the epitome of British class and comfort, and 47 Park Street near Hyde Park and Bond street. It wouldn't hurt to have dinner at it's restaurant, Le Gavroche, two Michies, you know. My personal favorite is the Goring hotel, still family-owned and filled with antiques.

When it comes to the countryside, I have one primary suggestion. Have your travel agent book you into Le Manoir aux Quat' Saisons. This joint has twenty-seven manicured acres and another two-star michie restaurant. In fact, there are those of us who believe that the restaurant is one of the finest in all of Europe.

“We’re in our fifties, the kids are grow, and we want to get away for a twentieth anniversary on a cruise. We’re the independent sort and my

Churchill & Turen Ltd.

Copyright 1999 Churchill & Turen Ltd.

www.traveltruth.com

1-800-445-7979

Churchill & Turen Ltd.

husband just wouldn't like one of those huge cruise ships. We take ski vacation in Utah and like to bicycle around town during the summer. But I've always wanted to cruise. How do I hook him on the concept"?

Recommendation: Book a Windstar cruise, currently the best overall cruise experience for the money anywhere on earth, No dinner times, no ties, no rules, no bingo. Just a yacht-like 144 passenger casually elegant one week experience in the Caribbean calling at islands the big ships simply miss. Sail out of Barbados or St. Thomas, calling at ports like Nevis, Saba, and tiny Jost Van Dyke. Wonderful food and attentive service with a cadre of British officers on hand to see to it that everything is properly understated.

"We've never been to Europe before and we want to take a tour for about two weeks. We're looking for a good tour with decent hotels but we're not interested in paying for top-of-the-line hotels or restaurants, We're now retired and we'd rather take two trips for the money instead of one. Where in Europe should we go on our first of, what we hope will be, several trips to Europe?

Recommendation: Most first-timers ease into Europe by doing a British Isles trip that encompasses England, Scotland, and a small part of Wales. Save Ireland – it is best done on its own. Italy is currently the hottest destination in Europe. The Alpine tours that include sightseeing in Germany, Austria, and Switzerland are among the most scenic in Europe and they come complete with a standard of living that is the envy of most American visitors.

You can do a very nice tour with many meals, hotels, and sightseeing, at a cost of approximately \$125 per day. I always advise travelers to forget about the full price of a tour or cruise. Start looking at the per day cost not including airfare to get a true picture of whether or not you are being offered a good value, When it comes to reputable European tour companies such as Brendan, Trafalgar, Globus, and Insight, the \$125 per day figure is quite attainable.

"We're in our mid and upper forties, with a few independent European trips under our belts. We've always wanted to see Greece, ever since we hung our first poster of a Greek sunset on the island of Santorini. Is there a cruise line that does the Greek islands well"?

Recommendation: Greek island cruises are invariably disappointing. Most are geared for European travelers who like to "collect" destinations, seeing as many islands as possible in the space of a week. Greece is one destination best seen from land, with overnight stays that allow you to wander into a small village at night to sip ouzo under the stars in an open-air taverna.

Talk with your travel agent about an "FIT" to Greece. This series of letters stands for foreign independent tour, and it simply means that your travel agent will prepare a customized trip for you based on your specific needs, You will not be traveling with a group. The preparation of worldwide FIT's is fast becoming a lost art in the travel industry. Most travel agents simply sell pre-set programs off a computer screen. But if you find a consultant who is willing to do a FIT, you may

Churchill & Turen Ltd.

Copyright 1999 Churchill & Turen Ltd.

www.traveltruth.com

1-800-445-7979

Churchill & Turen Ltd.

able to realize the trip of your dreams without any hassle. There are a number of travel firms in Chicago that are quote adept in this area.

“We’re in our mid-twenties and beginning to make plans for our honeymoon next June. We’ve been thinking about going to one of the all-inclusives in the Caribbean or somewhere else where we can relax on a beach or do some hiking. We both love the outdoors. We’re been practically nowhere so this will really be our first big trip on our own. If possible, we’d prefer not to be around a whole lot of people in a high-rise hotel. We have about \$5,000 to spend for a week to ten days,”

Recommendation: Forget the Caribbean until you have considered Hawaii, a destination that offers all of the charms of the Caribbean without the hassle, Surprisingly, Hawaii is no more expensive than a vacation in the Caribbean.

Consider the island of Kauai and possibly the Kona coast on the big island. Try to stay five nights on each of two islands, making certain that you get one of the “5th night free” deals that are now common. Rent a convertible and set off in search of rainbows, Hawaii was meant for honeymooners.

If you do end up in the Caribbean for your honeymoon, remember rule # 117. “Never honeymoon on a Caribbean island with a household name”.

Churchill & Turen Ltd.

Copyright 1999 Churchill & Turen Ltd.

www.traveltruth.com

1-800-445-7979