

What's the true cost of booking online?

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Travel industry studies in Canada and the U.S. report that online bookings (direct-to-supplier, metasearch sites and online travel agencies) account for anywhere from 64% to 84% of total bookings. Supplier direct sales today account for 45% of all travel bookings. So as travelers you need to be aware of the “real cost” of using online booking sites for air, hotels, car hire and rail travel that require pre-payment in full and provide no flexibility on tickets. In the current climate of belt tightening there has been evidence of individuals and companies believing travel web sites offered the most cost-effective solutions.

Where this may be viable for those whose travel plans never change, for most, this is not a realistic approach, and some degree of flexibility is needed in their travel planning. Many forfeit hundreds or thousands of dollars in lost room nights or air fares when their travel plans have changed, after booking and paying for tickets that could not be amended or were non-refundable. And where everyone is focused on cost-effective planning these days, value in travel doesn't come from buying what appears to be the cheapest tickets online. There are several factors that can push up the total cost of and booking. A business or vacation traveler can spend hours trawling the Internet to find what they perceive to be the best rates, when not all available fares, consolidated discounts or tours are displayed on the Internet and there are often hourly price changes. That's time and productivity impacting the real cost of the ticket, tour or cruise and your bottom line.

Using a travel professional has, time and again, proven cost and time effective. Very often, we can take as little as five minutes to complete a point-to-point booking, while a individual can easily spend an hour or more surfing the Web to make the same booking. Furthermore, by tapping into our supplier product base and booking engines, multiple fare sources and pre-negotiated special offers with suppliers based on volume, we can book world-class fares and vacations that are most suited to your needs and at a fraction of the time it would take you individually.

As an individual or corporation, you need to ultimately weigh up whether you may want “potential” short-term gains or long-term consolidation, which is value that can only be driven by professional travel management with a realistic approach to travel and purchasing activity. Service is, after all is said and done, one of the best products that a travel agency offers.

On a final note, consumer protection, Ontario licensing and industry standards are all hallmarks of a professional travel counselor... which cannot be said in many cases for on-line options. When you consider your travel investment, a professional travel counselor isn't a luxury, it's simply good business.

Thank you—Kitchener-Waterloo !!

Waterloo Chronicle

readers have had their say picking their favourites during the annual Readers' Choice nomination process.

The deadline for submissions for this year's Readers' Choice award was in late May and, on June 10, Worldwide Central Travel was selected to receive the Gold Medal Award in the Travel Agency Category!

The rules and voting were simple: Who is your favourite service provider? Who goes above and beyond to provide the best in customer service? The Chronicle Readers' Choice survey wanted to know and the readers voted.

From the office, staff and agents at Worldwide, **THANK YOU** for awarding us this honour.



Special points of interest:

- All Worldwide's travel counsellors have passed the TICO Travel Agent exam and are licensed to represent, council and sell travel in Ontario
- We offer unbiased travel counseling for all your travel needs corporate, personal, group and meeting requirements
- Special interest tours? We have a GREAT selection— please visit us on-line 24 / 7 @ www.worldwide.on.ca


Some GREAT British Road Signs



“Top Picks” for Great Vacation Value From Worldwide

Sail the Caribbean... One Week Free!*

Buy 1 week & your 2nd week is free!



Buy a 7-night Caribbean cruise		Get 7-nights free!
DAY	WINDWARD ISLANDS	GRENADINE ISLANDS
Sat	Bridgetown, Barbados	Bridgetown, Barbados
Sun	Rodney Bay, St. Lucia	Captain's Best, Grenadines
Mon	Roseau & Cabrits, Dominica	St. George's, Grenada
Tue	Falmouth Harbour, Antigua	Tobago Cays
Wed	Basseterre & Beach, St. Kitts	St. Vincent (am), Bequia (pm)
Thu	Iles des Saintes	Beach, Fort de France, Martinique
Fri	Fort de France, Martinique	Marigot Bay & Soufriere, St. Lucia
Sat	Bridgetown, Barbados	Bridgetown, Barbados
2009 DEPARTURES:		
Nov	21	Nov 28
Dec	5	Dec 12
2010 DEPARTURES:		
Jan	30	Feb 6

FREE!


Royal Clipper
Just Cruising Rates* (ppdo)

Cabin Cat.	Week 1	Week 2
2	\$2595	FREE
3	\$2445	FREE
4	\$2295	FREE
Sailing Date: Dec 5, 09 Dec 12, 09		

Cabin Cat.	Week 1	Week 2
2	\$2695	FREE
3	\$2545	FREE
4	\$2395	FREE
Sailing Dates: Nov 21, 09 Nov 28, 09 Jan 30, 10 Feb 6, 10		

Port Charges of \$430 per person additional

Offer available only to residents of U.S.A., Canada and Latin America.



Costa Cruise Line Promo: Kids Sail Free with two adults! Cruise-only fares start at just \$499 US per paying adult plus taxes and air. Valid on select Caribbean sailings through the winter ! Based on double occupancy only. Cruise-only fares do not include (i) the cruise fuel supplement, if any, and (ii) certain government taxes and fees on cruise travel from \$60.38 to \$82.85. Fares and government taxes and fees are subject to change before payment in full. Fares are valid for U.S. and Canadian residents only and subject to availability. Applicable on select 2009 / 2010 Costa Atlantica and Costa Fortuna Caribbean sailings. Deposit required at time of booking. **SPECIAL: Trans-Atlantic 15 and 17 days from only \$599 US & taxes and air!**

Walt Disney World Resort has a new promotion offering free hotel nights and days at the park with the purchase of four and five night packages. If you purchase a four-night non-discounted Walt Disney Travel Co. Magic Your Way hotel and ticket package at a select Disney Moderate, Deluxe or Deluxe Villa Resort for stays most nights from Nov. 1 – 24, Nov. 29 – Dec. 24 and Jan. 3 – March 27, 2010 will receive three extra nights of hotel accommodation and three more days added to their theme park tickets. Those who buy a five-night non-discounted Walt Disney Travel Co. Magic Your Way hotel and ticket package at a select Disney Value Resort for stays most nights during this period, will receive two extra nights of hotel accommodations and two more days added to their theme park tickets for free. The lead-in price for a family of four (two adults, one junior, one child) is US\$1,441, or about \$52 per person per day, staying at a select Disney Value Resort in a standard room for stays most nights Jan. 3 – Feb. 11, 2010 and for \$1,628, or about \$59 per person per day, the same family of four can stay at a select Disney Moderate Resort in a standard room for stays most nights Jan. 3 – Feb. 11, 2010.

Bookings must be made by Dec. 20 and are subject to availability at the time of booking.

Islands Escapes Want a GREAT, warm-winter long getaway? How about exotic long-stay getaways to the Cook Islands priced from \$2,819. Vacations include roundtrip airfare from L.A. with Air New Zealand (add-ons from and to Toronto), meet and greet on arrival in Rarotonga, roundtrip airport transfers and 26 nights stay, plus early check-in and late check-out. Value-added offers at the resorts include daily breakfast, a free Black Pearl Pendant (\$500 value), free car or scooter rental and meal credits. Travellers can claim \$200 cash back on their trip if booked by Nov. 24 for travel completed by Feb. 28, 2010. More information on “Cash In on The Cooks” rebate program is

Europe in 2010 with Uniworld River Cruise Collection!

Book & Deposit your 2010 Europe sailing on or before November 30, 2009 to **SAVE up to \$600 per couple. PLUS, receive an EXCLUSIVE \$100usd Shipboard Credit per person! New in Europe for 2010:**

- “Springtime Along the Rhine” itinerary • New Europe land extensions in London & Brussels • Exclusive services and amenities in all suites • All suites onboard *River Beatrice* have Butler Service

* Savings are in U.S. Dollars. Actual savings vary by program and may be less. Savings may be on select category staterooms. Pay-In-Full Discount requires full payment at the time of booking and is applicable on all new 2010 bookings made on or before September 30, 2009. It is not combinable with the Early Booking Discount. The Early Booking Discount requires a \$200 per person deposit at the time of booking and is applicable on all new 2010 bookings made on or before November 30, 2009 and is combinable with Group Bookings; it is not combinable with the Pay-In-Full Discount. On board inclusions may vary on Portugal, Spain & Douro Valley Cruises. Subject to availability. Capacity controlled. Other restrictions may apply. Uniworld reserves the right to withdraw or change these offers at any time.

Brentwood Livery (www.thelimousinepeople.ca)

What has your limousine company done for you? At Brentwood we pride ourselves on providing the absolute best — best cars, best drivers and best service at competitive pricing. We are proud of our traditions and quality that sets us apart from the competition. Our professional limousine service offers:

A Risk Free Guarantee for both their Chauffeured Service & Vehicles

Specialized Event (weddings, corporate, sporting, wine tour, etc.) transportation service

Professional trained & experienced chauffeurs with a thorough knowledge of your trip itinerary whether it be for a few hours, the day or several days. Exclusive service with options to customize your itinerary

The highest quality fleet of current style limousines (properly maintained, licensed and insured)

Consultation on all transportation related details specific to your needs

A contract and proof of purchase for both the deposit and final payments

A quality control program to ensure the highest standard easily supported by referrals and an extensive list of testimonials from delighted clients

Additional amenities and all the little extras that make Brentwood a cut above other companies. This is not an idle boast but a statement of fact... from our new Lincoln Town Car Executive "L" Sedans to our twenty and thirty-passenger Limo coaches, we offer a service and fleet second-to-none. We invite you to experience the "Brentwood" way... and our guarantee that will keep you coming back for years.

Costa Rica—Novack’s Avid Traveller Exclusive Tour

February 27 to March 10, 2010—An in-depth exploration of this eco-friendly country through the eyes of our experts and fully-escorted by Novacks Paul Caplan—First class accommodation, most meals, escorted by local naturalist expert—Limited to a maximum of 20 travellers—this tour visits EARTH Institute, Arenal Volcano, Monteverde, Manuel Antonio and much, much more! If you are looking for a great nature and exploration tour to Costa Rica—this is THE tour to consider — contact us today!! Per person based on double from / to Toronto at \$3,980.00 Canadian—**VERY LIMITED AVAILABILITY**

California Agri-Tour February 2010

The Centre for Rural Leadership and the Advanced Agricultural Leadership Program are offering a limited participation **Tour To California this coming February 2010.**

Following the success of the recent AALP Class 12 North American Study Tour to California, we are pleased to offer you the opportunity to book and confirm your place on this latest tour. Our departure date from Toronto will be February 4 with a return on February 14, 2010. The tour is strictly limited to a maximum of 41 travellers plus escort. As you will see this is a wonderful program with an excellent mix of agriculture, tourism and leisure time included in the itinerary. Of note, **the tour includes a full day at the Tulare World Ag Expo** and the opportunity to meet with alumni from the California Agricultural Leadership Foundation (CALP) - a sister program to AALP. This tour is available to all who may enjoy an excellent combination of tourism, agriculture and the World Ag Expo—double rate at \$2,890.00 p.p. from / to Toronto. Please contact our office for a descriptive brochure and information on this outstanding tour opportunity.

This tour and detailed information on this exclusive travel itinerary can be found at www.worldwide.on.ca/aalp

Visit us on-line:
www.worldwide.on.ca



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Individuals, corporations and groups expect professional attention to their travel needs, without sacrificing value. When dealing with Worldwide Central Travel, the customer is assured of comprehensive travel counselling from highly trained and experienced travel specialists offering the best in selection and industry savvy.

The staff use the latest technology to offer cruise, group and vacation specials ensuring accurate and efficient travel planning. A member of the Advantage Travel group, Worldwide Central Travel contributes to the buying power of over 250 independently owned travel offices in Canada. The agency is fully licensed and has met the Educational Standards required under the Travel Industry Act, 2002.

Worldwide Central Travel offers an excellent choice of products and services. From booking a cruise or an exclusive adventure tour, to issuing airline tickets and travel insurance, our attention to detail guarantees your travel arrangements are done right.

With unique specialization in soft-adventure vacations, meeting planning, and affinity and non-affinity group arrangements, Worldwide brings years of expertise to the table when handling your destination needs.

Whether your travels are routine, complex, used as an incentive or you are seeking expert advice with your group, we have the experience to ensure that all your needs are covered.

TESTIMONIALS...

All I can say is WOW!! You have done a remarkable job, and I am so pleased to be working with you. Thank you so much for all that you have done to make this trip (and Peru) a reality. You have been extremely professional and your organization in preparing the documents is astounding. I showed the office ladies the individual packages that you put together and they were stunned. Fantastic work!

A.H. Kitchener June 2009

Due to the area we hoped to travel and the demands of our group, we found you to be the one travel organization that was willing to work with us to make our experience exceptional. Having just completed this travel experience, we feel we have met our educational and experiential goals and each member of our delegation have experienced the leadership lessons we strive to give them. Even as minor challenges presented themselves along the way, we found you willing to ensure the resources were in place to provide the help we needed. We thank you and your staff for taking time to listen carefully to our unique needs and to work with us to design an educational tour that helped us accomplish our goals. Certainly, we recommend you to any other educational programs with specific and unique travel goals.

C.C. Sacramento March 2009

...Just wanted to take a second to email you a huge thanks in all you did for our International Trip. I truly appreciate all the coordination and time involved in planning the trip. I also want to thank you for helping me with coming home early. I really didn't know what I was going to do if I had to stay. With that said, again, thank you for giving me a trip of a lifetime and memories I will hold dear for years to come.

J.M. Chatham 2008

Preferred travel and tour supplier to:

The Advanced Agricultural Leadership Program

The Centre for Rural Leadership

and



An approved travel and tour supplier to the Waterloo Region District School Board

