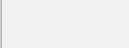
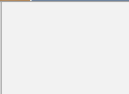
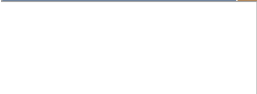
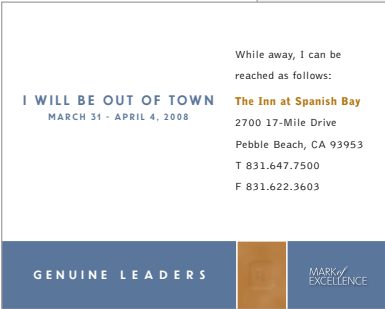
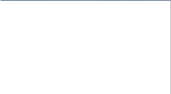
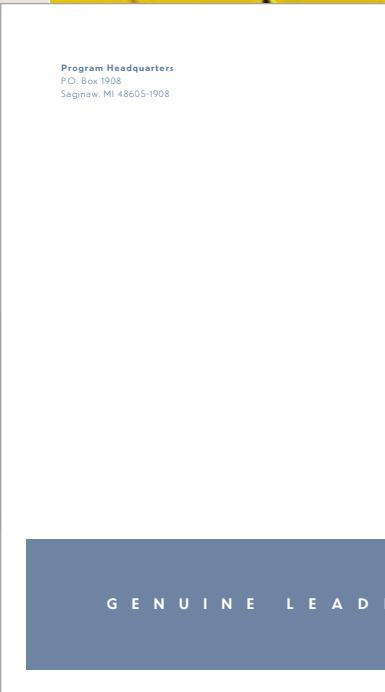


# TRAVEL PROGRAM COLLATERAL

- Bag Tag
- Contact Card
- Envelope (9x12)
- Letterhead
- Onsite Signs
- Travel Planner



## Travel program for proposal



### Discover Sun, Sand & Plenty of Aloha Spirit

Oahu is a rich and rewarding destination, where timeless beauty meets modern luxuries. The relatively small island and its most famous city, Honolulu, are studies of contrasts – from majestic green cliffs to crystal blue waters, from the vitality of Waikiki to the serenity of the North Shore beaches.

Honolulu is the vibrant epicenter of Hawaii, offering the world's best combination of urban living, natural beauty and rural community. Here you can indulge in all of your vacation dreams: languidly sipping fruity drinks with umbrellas on pristine beaches one day, hiking through rainforests or down mountainsides the next. Discover historic sites, a royal palace and art galleries by day, and treat yourself to music, dancing and epicurean delights by night.

Honolulu offers a delightful blend of ethnicities and customs, and its diverse neighborhoods meet any and every desire. Downtown Honolulu, nestled at the foot of the extinct Punchbowl volcano, offers historic buildings and treasured monuments. Legendary North Shore, with its rustic surf towns, local crafts and serene beaches, invokes the relaxing and healing powers of the Islands. There's heart-pounding adventure to be had in the outdoor activities available along the Windward Coast. Chinatown is bustling any time of the day or night. And Waikiki's celebrated beaches and sky-scraping buildings put Hawaii on the tourist map.

Oahu is known in Hawaiian as "the gathering place," and as home to the majority of Hawaii's population, the island certainly lives up to its name. From the lively ultra-modern city of Honolulu to the sweeping green and dazzling blue landscapes, it offers the best of city and country. With something for absolutely everyone, this is the island paradise you've been looking for.

Fresh floral air energizes you.  
Warm tranquil waters refresh you.  
Breathtaking beauty renews you.  
There's no place on earth like Hawaii. The birthplace of surfing and the hula, the Islands of Hawaii have distinct personalities and offer their own brand of adventure.  
Oahu, home to Hawaii's largest city, Honolulu, is no exception.

### 2012 CANCUN

## By Land, By Sea, By Air

JUNGLE HIKES? YES. SNORKELING AND KAYAKING? NO PROBLEM. ZIPLINE ADVENTURES? YOU BET. SPA INDULGENCES AND WORLD-CLASS SHOPPING? SURE. VW GUESTS CAN DO IT ALL IN CANCUN.

### Canopy Adventure Tour

This world-class canopy tour, recognized by *Travel + Leisure* magazine as one of the 35 great adventures in the world, has the longest zipline circuit in North America.

The tour includes a bicycle trek to a 150-foot-wide freshwater cenote, one of the most spectacular in the region. The pristine water is perfect for swimming, and the customized water zipline allows you to "zip" over the jungle vegetation and land in the cenote.

At the end of the tour, the group meets up at a full-service palapa (thatched roofed hut), where a light lunch and beverages are served.

### Nohoch Jungle Crossing Tour

This unique expedition takes you on an exciting journey to one of the most breathtaking natural wonders in Mexico. Board the 4 x 4 all-terrain vehicles and venture into the heart of the jungle to visit Rancho San Felipe, a small Mayan family community where the Nohoch Nah Chich cenote system is located. Here, you participate in a variety of activities, including a bicycle trek, a zipline adventure into the

fresh waters of this system, the second-longest underground river system in the world.

After lunch, you have the opportunity to get to know the ranch and its inhabitants, a small Mayan family that has lived in this remote jungle location for the last 30 years.

Departing the ranch, the expedition continues to the virtually untouched bay of Punta Soliman for a gentle kayak trip out to the reef system. There's another chance to snorkel among the spectacular corals, sponges and tropical fish of the Mexican Caribbean.

### Paradise Horseback Riding

Explore the Mexican Caribbean on horseback – a great way to admire the Yucatan jungle and its beach. The tour starts in the jungle, where expert guides provide advice on riding and help you select the horse that best suits your skills. Relax and ride to nature's sounds amid the splendid tropical scenery. Continue the journey to the beach for some wonderful Caribbean landscapes. This tour offers the perfect combination of both land and sea.



### Spa Treatment at Paradisus

Certified by The Leading Spas of the World, the Spa at Paradisus Riviera Cancun is truly a haven of relaxation, rejuvenation and luxury. This full-service spa features steam baths and sauna, two whirlpools, and a vast menu of treatments and beauty services, providing the perfect place to escape into a world that promises peace and renewal.

For your treatment today, you can choose from either a massage, a manicure and pedicure, or a facial.

### Design Your Day

Enjoy a day at leisure exploring the endless possibilities offered at Paradisus Riviera Cancun. Since the resort is all-inclusive, you can enjoy complimentary drinks and meals at any of the on-site restaurants. There is a wide range of complimentary activities at the Club House, which offers sports and games such as ping

pong, volleyball, aerobics, water polo and beach soccer, and the Nautical Center, where you can find equipment for kayaking, windsurfing, waterbiking, surfish sailing and snorkeling. Besides the glorious beach, the resort has three swimming pools with sunbed and umbrella service. You can also visit the spa and the fully equipped fitness center. Life-enriching classes are available and include cooking, sushi making, wine tasting, flower arranging, candle making, Zen philosophy, massages, painting, photography, tango dance lessons and star gazing. The resort also arranges for shopping trips to Cancun. With nearly unlimited things to do, the day is yours to design.

### Day 3 VW Group Activity: Isla Mujeres Tour

Isla Mujeres is a privileged place with unique natural and cultural wealth. This beautiful island combines the beauty of the Caribbean, the dense tropical jungle and the wonderful heritage of the Mayan civilization. It stands out as one of Mexico's natural treasures, a truly delightful paradise on earth.

Enjoy a spectacular day on the crystal-clear water as you sail away on a private, chartered catamaran from Cancun to Isla Mujeres. Snorkel at one of the loveliest reefs in the Caribbean with impressive corals and a variety of tropical fishes. Visit the colorful downtown area with a shopping tour and stroll through the beautiful North Beach. Enjoy a delicious lunch buffet, and take time to relax on the beach in the shade of palm trees.



Full magazine layout featuring program destination options. Layout included a table of contents, "From the Editor" stories that were written by CEO, Account Managers and other associates that help to support this client, informational "Ad" pages throughout, and business reply card inserts.



# TRAVEL PROGRAM COLLATERAL

# Amenity Card

# Menu Card

## Onsite Signs

# Travel Guide

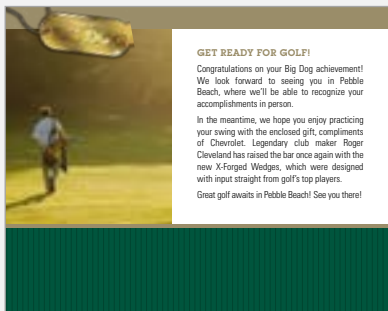


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<b>ACME Hospitality Suite &amp; Information Desk</b> The ACME Hospitality Suite and Information Desk are available daily at the resort, located in the Stevenson Room. Please note that the Hospitality Suite will be closed during all group dinner functions.		
<b>Trip Director Services</b> When you arrive at the airport, ACME Trip Directors in white shirts and blue pants will meet you in baggage claim to provide assistance with your luggage and escort you to transportation to The Lodge at Pebble Beach. Transfers will be provided between the airport and resort for all Chevy Big Dog winners who either book their flights through ACME Program Headquarters or fax in their itineraries. You will join the Chevrolet Genuine Leaders program on Monday, March 31. Then, for your return flight, you will depart California on Friday, April 4. ACME Trip Directors will be on hand to assist with transportation to the airport. If you need assistance during your stay, please contact a Trip Director at the ACME Information Desk in the Hospitality Suite. Trip Directors will be available during all planned functions and at other times as needed.		
<b>Checking Out of the Resort</b> Monday, March 31, you will transfer to The Inn at Spanish Bay to join the Chevrolet Genuine Leaders Program via a private sedan transfer at your leisure. A Trip Director will verify on site the time you wish to have your transfer available to you. Checkout time at The Lodge at Pebble Beach is 12 p.m. Please remember to verify and sign for your incidental charges before departing the resort. The resort will bill these charges for items of a personal nature (e.g., minibar charges, laundry, telephone, etc.) to your credit card. You may have the bell staff store your luggage if your departure from the resort will be later than you are required to vacate your room.		

