



Spring 2011 European Tours Proposal

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Tour Developer-Europe

Quest Specialty Travel

"Explore with us...learn from the world"



Tour Development Goals

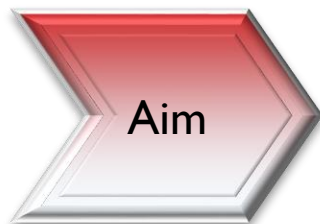
- Focus on significant experiences
 - Preserve QST values
- Price tours reasonably
- Create learning opportunities
 - Offer local guides
 - Provide experts





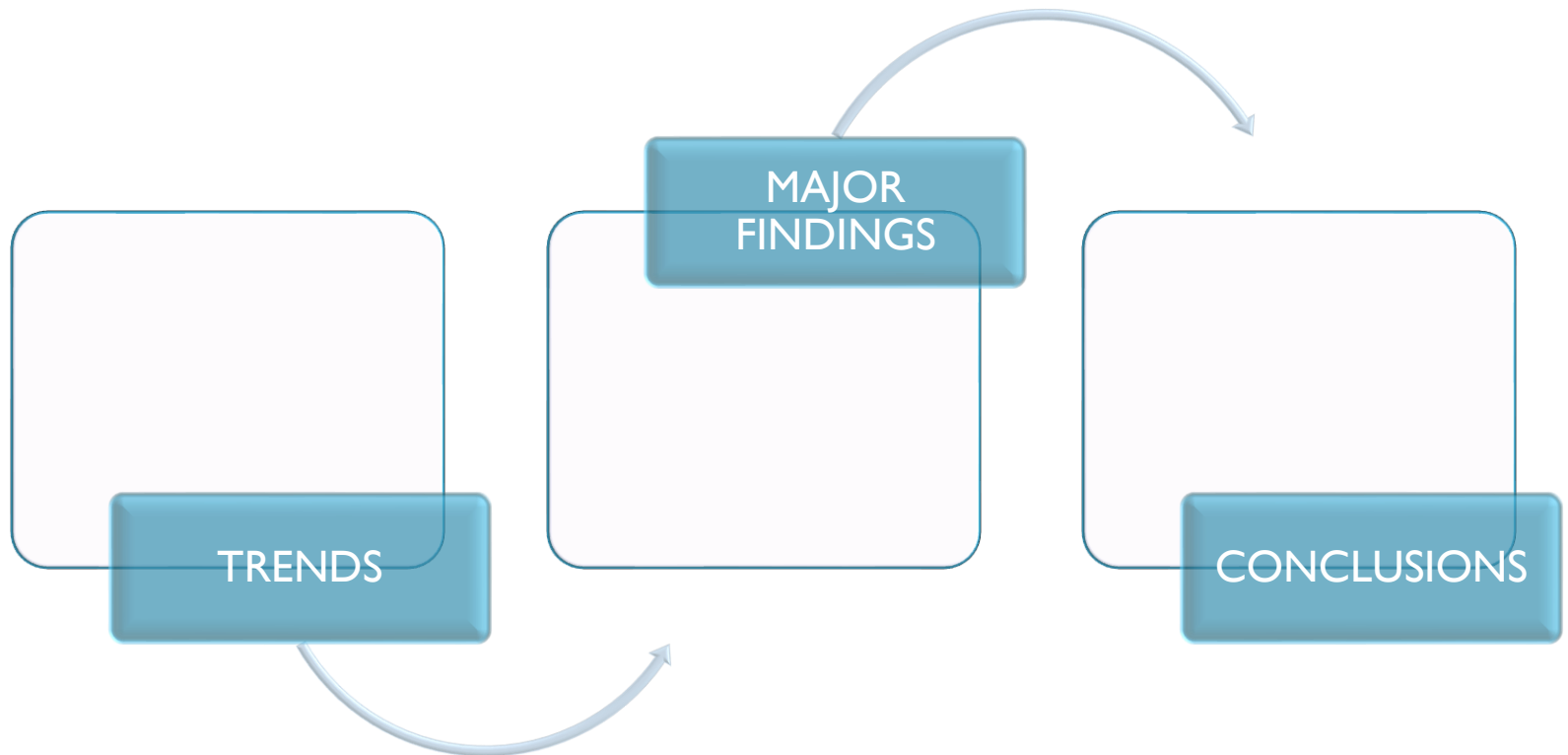
Tour Strategy Objectives

- Provide low cost tours
 - Use local transportation
- Provide educational experiences
 - Have meaningful cultural exchanges
 - Utilize local knowledge of geopolitical history
- Provide tours for different physical abilities





Focus Group Data Analyzed





Focus Group Analysis-Trends

- Trends for American Tourists
 - Concern for safety a high priority
 - Middle East and Asian travel less popular
 - European destinations more popular than Pacific Islands
 - Trip destination correlated to trip length



Focus Group Analysis-Findings

- Major Findings by Age
 - 18-35 - look for adventure
 - 36-49 - seek culture experiences
 - 50-75 - desire to be safe and comfortable
 - 45-70 - travel more than other age groups combined



Focus Group Analysis-Conclusions

- General Conclusions
 - Stress safety issues and concerns
 - Target tours for 45-65 yr. olds
 - Target economic travelers of all ages
 - Expand adventure tour offerings



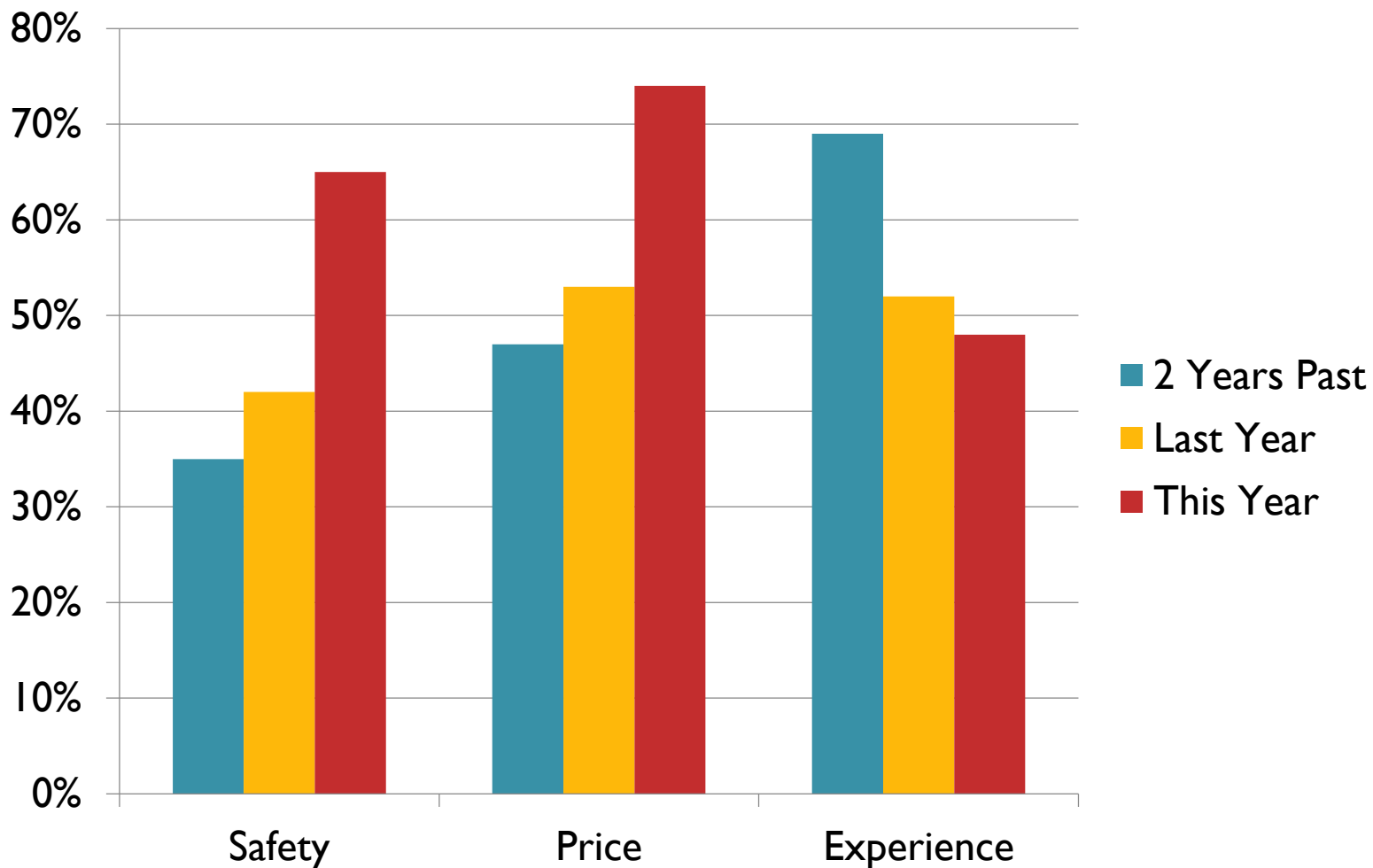
A view of the beach along the north side of Mallorca near the village of Alcudia.

Mediterranean Islands Bike Tour Mallorca Spain

*Travel for 135 miles from
Palma to La Puebla over 6 days*



Online Survey Results





Adventure Series

Self Guided	Family	Cruise	Extreme
Mallorca Bike Tour	Italian Alps Camping	Mediterranean Catamaran Tour	Russian Arctic Tour
Black Forest Tour	Black Sea Cottage	UK to Spain Ocean Voyage	Climbing Mt. Elbus
Amalfi Coast Walking Tour	Alicante Beach House	Adriatic Sea Cruise	Kerry Coast Bike Tour