



Spring 2011 European Tours Proposal

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Tour Developer-Europe

Quest Specialty Travel

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

