

# OUR NEXT JOURNEY

*The Insider's Guide for Travel Advisors*



*Our destination specialists craft tailor-made vacations to:*

REUNION ISLAND & SOUTH PACIFIC ♦ AFRICA & MIDDLE EAST ♦ ASIA  
UK & EUROPE ♦ CENTRAL & SOUTH AMERICA ♦ US & CANADA ♦ POLAR VOYAGES

**GOWAY** 

THE WAY TO GO GLOBETROTTING



DOWNUNDER® & SOUTH PACIFIC | AFRICA & MIDDLE EAST | ASIA  
 UK & EUROPE | CENTRAL & SOUTH AMERICA | US & CANADA | POLAR VOYAGES

# WHO WE ARE

Founded in 1970, Goway is one of North America's oldest, largest, and most experienced travel providers. We specialize in customized travel for world travellers (we call them Globetrotters) and offer vacations to over 100 destinations worldwide, including countries across Downunder and the South Pacific, Africa and the Middle East, Asia, the UK and Europe, Central and South America, and the Polar Regions. (Canada and the United States are coming in the near future.) We also offer group vacations, air consolidation, and corporate travel. Our Destination Specialists know our destinations inside-and-out, offering expert advice and the best service to help make your client's travel dreams a reality. We also offer 24-hour emergency support in destination, so every traveller enjoys peace of mind when travelling with Goway.

# TAILOR-MADE FOR TRAVELLERS

Every package with Goway is hand-crafted by our Destination Specialists, who have travelled extensively through the regions they sell. This expertise ensures personalized attention-to-detail and service for your clients. Our experts are ready to help you close the sale and tailor a vacation to your client's individual needs.



# WHY GOWAY

## The 5 E's

### EXTENSIVE PRODUCT LINE

Our main website offers information on over 2,000 trips to over 100 destinations worldwide, with endless opportunities to customize and combine several destinations on one itinerary.

### EXPERIENCE

Goway has over 50 years of experience crafting tailor-made travel to the world's best destinations.

### EXPERTISE

Goway's Destination Specialists are the experts in the destinations they sell. Every single Destination Specialist has either lived or travelled extensively through the countries they sell, ensuring expert advice and personal insight to help you plan your client's vacation.

### EDUCATION

Goway offers several ways to learn more about the world and level up your training, such as our GowayPro Travel Academy and our dedicated site for travel professionals (gowayagent.com), which hosts webinars, travel stories, and customizable marketing tools.

### EXCEPTIONAL 24/7 CUSTOMER SUPPORT

If your clients encounter an emergency situation, our team and partners on the ground are ready to assist them 24/7/365.



## 3 WAY CONFERENCE CALL

Need help closing the sale? Our Destination Specialists can arrange a three-way conference call over Zoom with you and your client to help answer the trickiest questions. Our three-way calls are so useful, they close the sale 90% of the time.

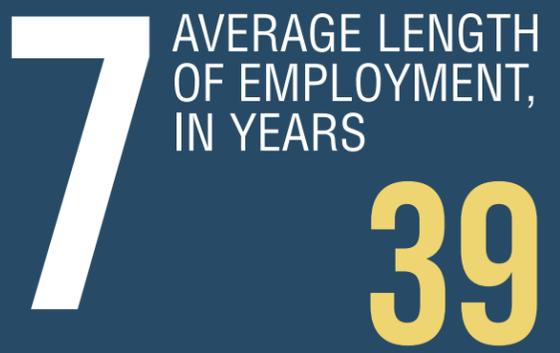


**5 OFFICES**  
 LOS ANGELES,  
 VANCOUVER,  
 TORONTO, SYDNEY,  
 MANILA



**375**  
 FULL TIME STAFF

**4 MILLION**  
 VISITORS TO GOWAY.COM



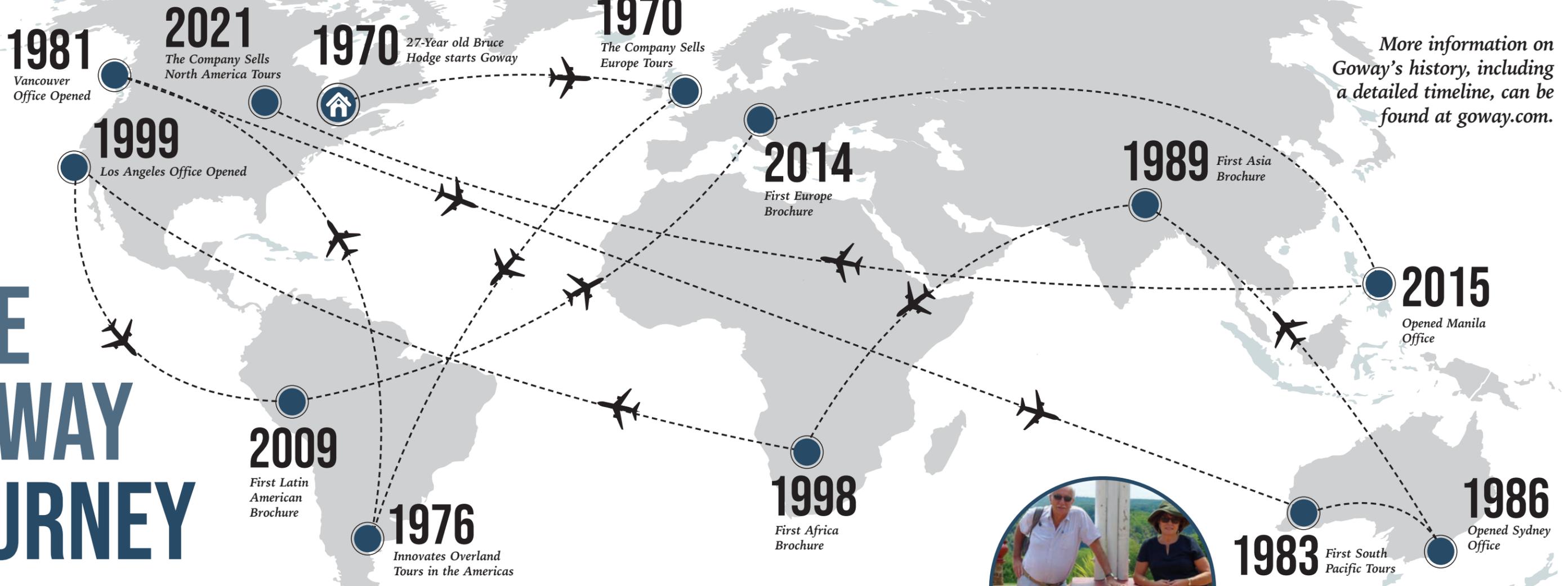
LANGUAGES SPOKEN BY OUR STAFF



**45 NATIONALITIES**  
 WORKING AT GOWAY



# THE GOWAY JOURNEY



More information on Goway's history, including a detailed timeline, can be found at [goway.com](http://goway.com).

From humble beginnings, Goway has grown over the years to become one of the most respected travel companies in North America. Read more to learn about Goway's story and how Goway continues to realize a lifetime of travel for its community of Globetrotters.

Over our 50+ years of working in the travel industry, we've been recognized as one of the leading providers in travel, winning the following industry awards:



Favorite Tour Operator  
GOWAY  
Third Consecutive Year



## 70's

In 1970, Bruce Hodge immigrates to Canada and starts Goway in a shared apartment in Toronto, selling trips to Europe.

He works in a peanut butter factory in the evenings to make cash flow. Throughout the decade, the company promotes European Camping Tours for the 18-30s, Adventures in Australia, and Overland Expeditions across Asia and Africa. Goway becomes a pioneer operator of camping tours in North and South America in 1976. Throughout the 1970s, the Goway brand is "Young Adult Adventures."

## 00's

The 2000 Summer Olympics in Sydney boost Goway's profile as a South Pacific specialist. Then 9/11 shakes the world and everyone in the travel industry. The first edition of Globetrotting Magazine is published by Goway. Just after Goway makes its biggest investment ever in technology, the Great Recession hits... and its effects linger for years.

## 80's

During the 1980s, Goway opens offices in Vancouver and Sydney, Australia. It operates its first fully-escorted tour to Fiji, Australia, and New Zealand, prints the first South Pacific brochure with the distinctive upside-down "Downunder" trademark, purchases the first company computers, and creates the Groups Only division, but winds down the South America operations. The company's first Asia brochure is on the printing press when the Tiananmen Square protest occurs.

## 10's

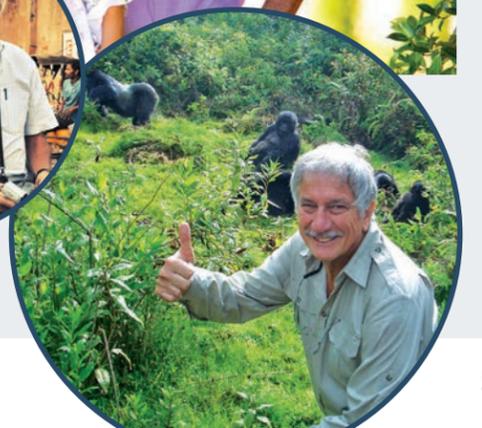
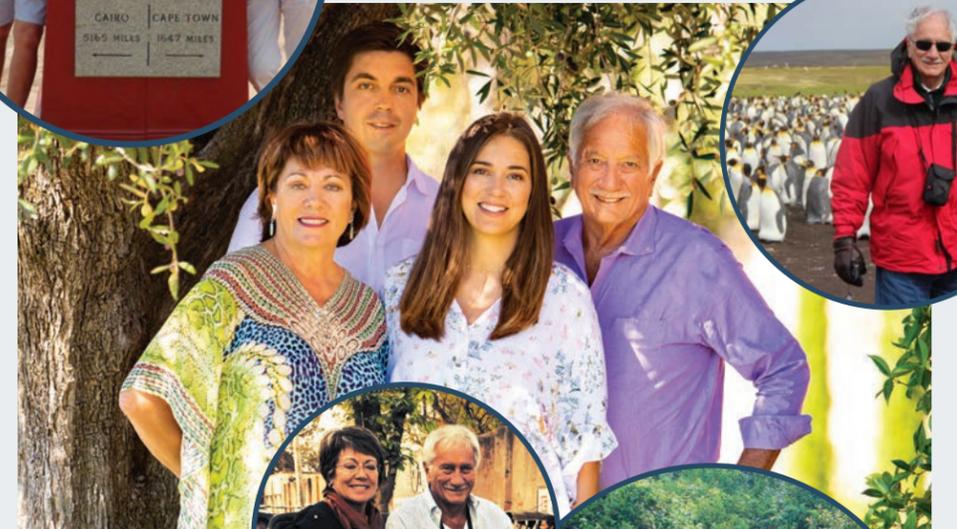
Through the 2010s, Goway continues to invest heavily in technology. Ebola in the Congo hits Goway's Africa division hard, but the company redeploys redundant staff to develop a Europe product line. The UK & Europe becomes Goway's second-largest destination. An administration support office opens in Manila, the Philippines. In 2018, Bruce Hodge receives the W.H. Baxter Lifetime Achievement Award.

## 90's

The 1990s see the creation of Goway Air division to sell special airfares. Goway prints the first Africa brochure, invests in office property in Sydney, and buys an office building in Toronto. The Goway website ([goway.com](http://goway.com)) is created. Goway opens an office in the US and creates an island division to sell the world's most idyllic islands.

## THE FUTURE

Just as Goway is on the cusp of celebrating its 50th Anniversary, the COVID-19 pandemic hits, bringing world travel to a halt and closing borders across the world. Goway pauses celebrations and expansion in order to bring its travellers safely home. As much of the world is in lockdown, Goway reimagines its product line and shores up its internal training and infrastructure in all ways digital. As the world slowly opens up and travel returns, Goway will continue to provide the best vacations for Globetrotters and ensure that the new world of travel is a safer, more sustainable, and more equitable place for all.



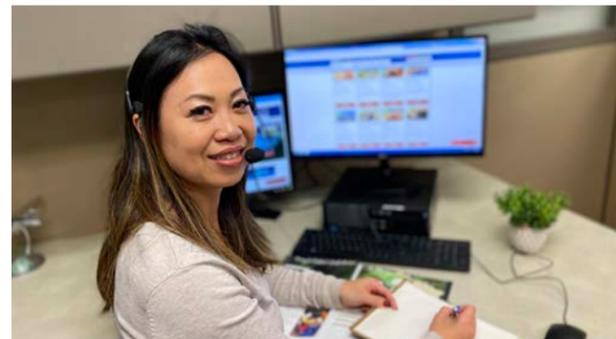
# OUR DESTINATION SPECIALISTS

We share the world because we love to travel. We aren't just experts in travel. We're also travellers ourselves, constantly exploring the world and experiencing all that it has to offer. Goway is centred on our teams of Destination Specialists, who focus on a specific region of the world and are the absolute experts in that region.



## PERSONAL EXPERIENCE

Every single Goway Destination Specialist has lived or travelled extensively through the parts of the world they sell. So when you partner with a Destination Specialist, you're partnering with a reliable expert who knows what they're talking about and has experienced their destination first-hand. That personal experience is essential to selling dream vacations.



## 3-WAY ZOOM CALL

You can rely on our Destination Specialists and leverage their experience and knowledge to help your client book. Simply schedule a three-way video call over Zoom and you and a Destination Specialist can tag team on a sales call with your client. It's a surefire way to close the sale.



## HANDS-ON TRAINING

Our Destination Specialists don't stop learning when they're not travelling. They're constantly supplementing their knowledge with internal training and by learning from travel partners at industry conferences or through various partnerships and skills programs.

## TESTIMONIALS

*"I have been working with Lisa Silver, not only does she know her product, she is a blast to work with."*

-Karen Guinn

*"Luis is SO FAST! He makes me look smart so I appreciate that!"*

-Krista Hull

*"Just a big thank you to Yael and the Goway team for making the planning of a bucket list trip to Morocco for my clients a fabulous experience. So fabulous we are joining them on the trip. (lol). Can't wait to go next May! Will post an update once we are back."*

-Rhonda, Expedia Cruises

*"David Wong is certainly a keeper. His level of knowledge allows for wonderful suggestions for a better adventure. Patience with indecisive clients is amazing! He is a perfect example to use when training service reps!"*

-John Urquidez

# WHAT WE DO

Goway offers over 2,000 unforgettable journeys to over 100 destinations worldwide. Every trip can be fully customized and no other travel supplier in North America offers as many ways to travel. You can view all our trips at [goway.com](http://goway.com).

## TRAVEL STYLES



**Private-Guided Experiences**



**Tailor-Made**



**Rail Travel Ideas**



**Self-Drive**



**Long Stays**



**Cruise & Sailing**



**Small Group Touring**



**Escorted Coach Tour**



**Holidays of a Lifetime**



**Idyllic Retreats**

# OUR TRAVELLERS ARE GLOBETROTTERS

- Adventurous.** They venture off the beaten path.
- Affluent.** They have the job they want and know how to spend the money they earn.
- Discerning.** They want and expect the best authentic experiences.
- Educated.** They are smart and want to learn more wherever they go.
- Explorers.** They seek out the unknown.
- Trendsetters.** They travel to the hottest long-haul destinations.
- Undaunted.** They won't stop seeing the world, despite whatever world events or political upheaval occurs.

Our Globetrotters are world travellers, not tourists, and they want to experience the best the world has to offer.

# HOW WE CAN HELP

We know you're a pro, but even pros don't specialize in every destination around the world. That's why you can rely on the expertise of our Destination Specialists to help you answer questions and craft the right vacation for your clients.

If you haven't been to a destination before, it's as simple as reaching out to one of our experts and answering the following core questions:

Who

is travelling?

What

is your client's budget?

When

do they want to travel?

Where

do they want to go?

Once we have that info, you can leave the rest up to us. We'll educate you and your client on the destination and help you close the sale.

## GOWAY ACCOUNT MANAGERS

Are located throughout North America and can offer in-store destination training, information night sessions for your clients, local marketing assistance, expo participation, and assistance building your business. (Account Managers' contact details can be found on the back page.)

## GOWAY AGENT

Our dedicated trade site, [gowayagent.com](http://gowayagent.com), is a hub built explicitly for travel professionals. It offers information and tools that will help you close the sale.

These include:

News Articles



Travel Stories



Incentives



Webinars



Marketing Tools



# WHAT'S IN IT FOR YOU

As one of our trusted travel partners, you're eligible to join GowayPro, which rewards agents for all the hard work they do.

As a GowayPro member, you're eligible for:

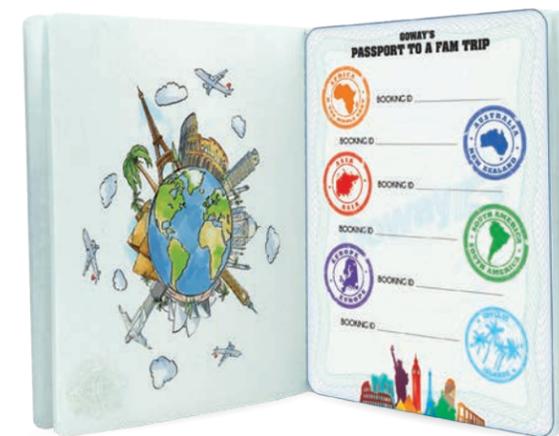
## CASH REWARDS



You earn cash for every sale you make with Goway, including FIT, groups, and air. You can then redeem that cash on a Goway Visa Rewards Card. There's also a chance to upgrade your membership status and earn even more cash on every trip you book. See below for a breakdown of the rewards levels and visit [gowayagent.com](http://gowayagent.com) for more details.

Loyalty Status Level	Gross Sales	Percentage (%) of Net Booking Value
Platinum	>\$500,000	1%
Gold	\$300,001-\$500,000	0.75%
Silver	\$100,001-\$300,000	0.50%
Bronze	\$0-\$100,000	0.25%

## PASSPORT TO A FREE FAM



You sell the world. We want you to see it too. Simply make six bookings around the world in Goway destinations and receive a free FAM with Goway. You can learn more on [gowayagent.com](http://gowayagent.com).

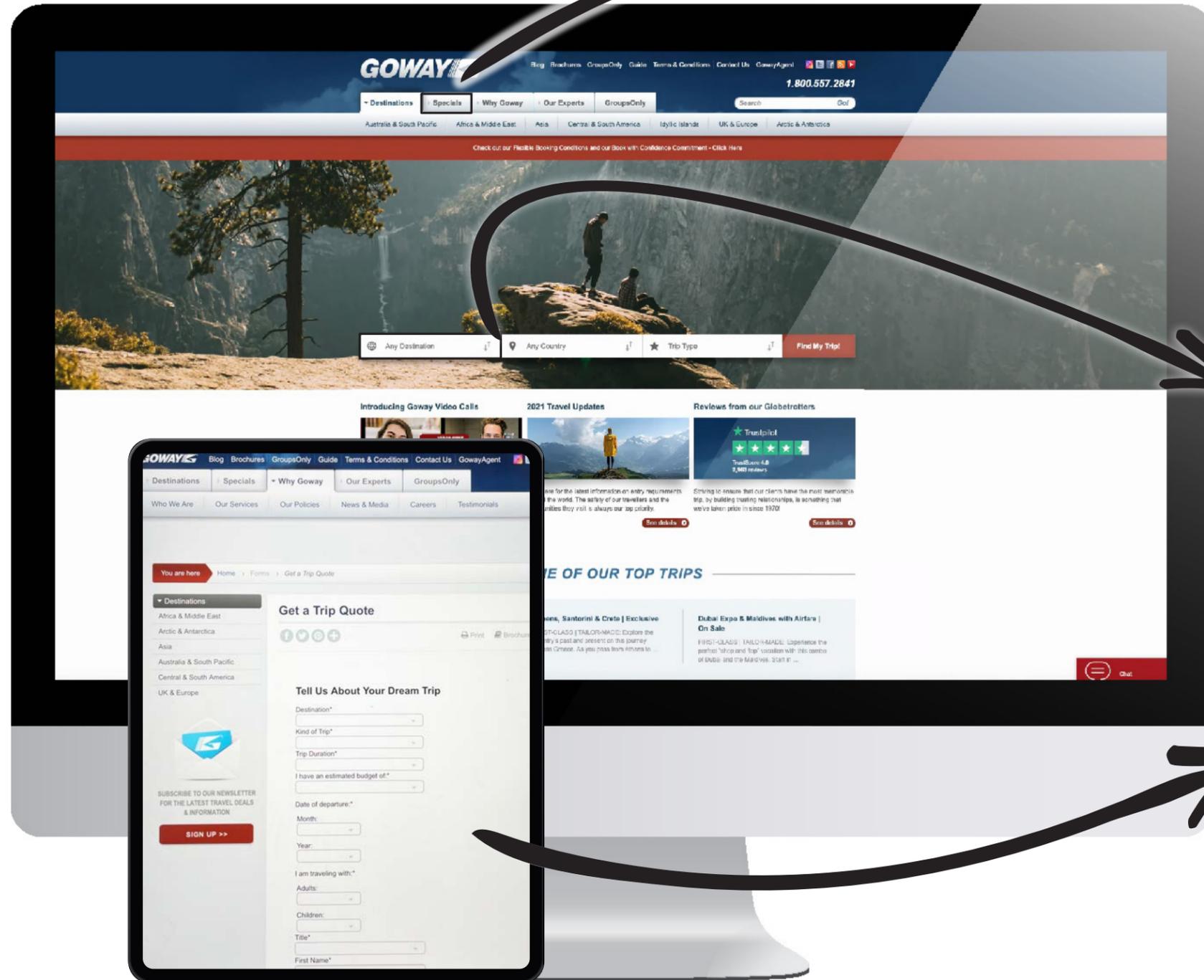
## TRAVEL ADVISOR ACADEMY



Our online training program offers you the tools to become an expert in all parts of the world. Learn about the destinations we sell, gather insight from our team members who have travelled through these destinations, and acquire the knowledge and tools to translate your new expertise into sales. GowayPro Travel Academy is the way to become a Goway expert.

# HOW TO USE THE GOWAY WEBSITE

Our main website, [goway.com](http://goway.com), is the best tool to help you sell travel packages to your clients. Among its many features are:



## SPECIAL OFFERS

The website collects the best current deals across all our regions, giving you a snapshot of the best savings on travel around the world.

## OVERVIEWS & ITINERARIES

The Goway website features detailed trip information on over 2,000 destinations across all our regions. If Goway sells it, you'll find information for it on here.

## DESTINATION INFORMATION

Want to learn more about a destination? We've got lots of info to share. You'll find details about weather, culture, history, food, and the best time to go and things to do for a given destination.

## TRAVEL STORIES

Our Getaway Guide is a great tool to inspire you and your clients. Our travel experts share stories about travel and offer insight on the latest travel trends.

## TRIP QUOTE CALCULATOR

Simply choose "destination," "country," and "trip style" and click "Find My Trip!" and you'll find instant price quotes for vacations. It's the easiest way to give a quick quote for your client to over 100 destinations worldwide.



# WHERE WE GO



## DOWNUNDER® & SOUTH PACIFIC

Goway's Downunder and South Pacific portfolio focuses on expansive vacations through the cities and natural sites of Australia and New Zealand, beach escapes to idyllic islands in the South Pacific, and frontier adventures in Papua New Guinea.

- Over 250 vacations throughout Australia, including all the favourites such as Sydney, Uluru/Ayers Rock, and the Great Barrier Reef, and more trendsetting destinations such as Western Australia and Tasmania
- Over 100 travel ideas for New Zealand, with trips across both islands
- Idyllic Retreats on island paradises, including The Islands of Tahiti, the Cook Islands, Fiji, Samoa, and Tonga
- Sepik River cruises and jungle explorations in Papua New Guinea



## AFRICA & MIDDLE EAST

Goway's Africa line focuses on safari experiences across East and Southern Africa, as well as cultural experiences in West and North Africa. Goway also features historic adventures across the Middle East.

- Over 350 travel ideas to 25 countries across Africa and the Middle East
- Safari adventures at stunning game lodges in East and Southern Africa, including Kenya, Tanzania, South Africa, Botswana, Zambia, Zimbabwe, Namibia, Uganda, and Rwanda
- Immersive cultural and historical experiences across North Africa, including Morocco and Tunisia
- Trips to the most famous sites of the Middle East, including Cairo and the Pyramids in Egypt, Jerusalem in Israel, and Petra in Jordan
- Tours of the region's great cities, from Cape Town to Cairo, Nairobi to Dubai
- Idyllic Retreats to the beaches of the Seychelles, Mauritius, and Zanzibar
- Trips to more remote destinations such as Ghana, Togo, Benin, Madagascar, Malawi, and Mozambique



## ASIA

Goway offers nearly endless travel opportunities across the entire continent, with a focus on cultural experiences in East Asia, the Indian subcontinent, the jungles and beaches of Southeast Asia, and even the remote reaches of Central Asia.

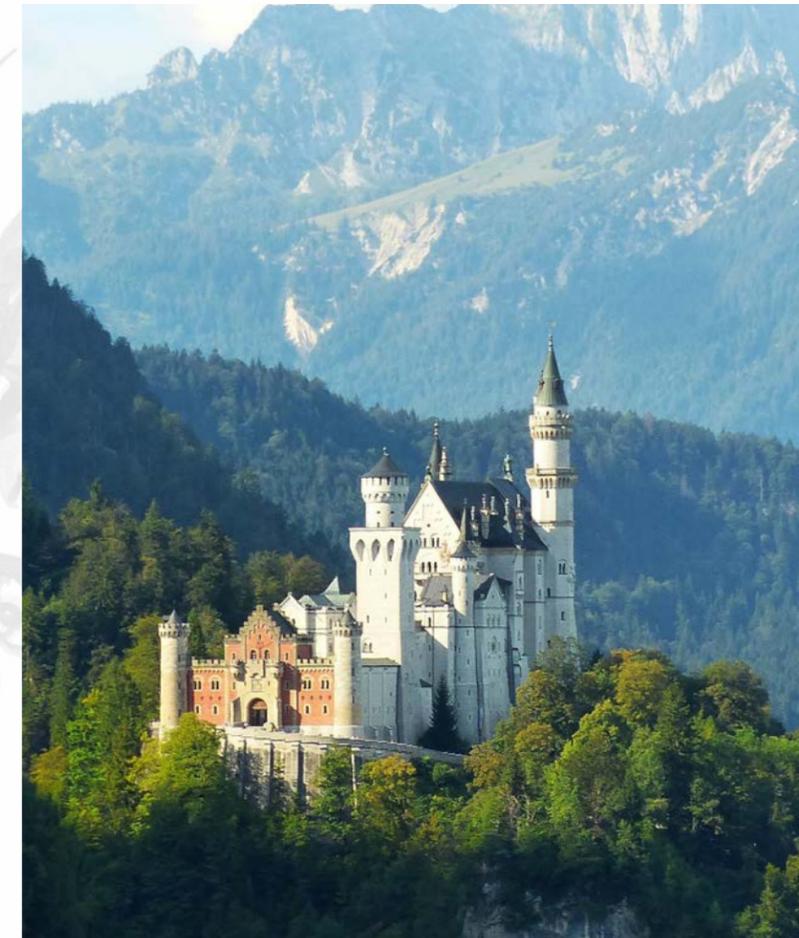
- Over 250 vacation ideas to 25 countries across the continent
- Tours of the great cities of East Asia, including Tokyo, Beijing, Seoul, Taipei and Hong Kong
- Idyllic Retreats on our island paradises, including the Maldives
- Iconic sites in India and Southeast Asia, including the Taj Mahal, Halong Bay, and Angkor Wat
- Trips to remote destinations such as Myanmar, Brunei, and Bhutan
- Journeys along the Silk Road through Mongolia and "The Stans"



## UK & EUROPE

Goway focuses on the cities across the UK and Western and Central Europe, as well as cruises along the Adriatic and the Greek Islands, nature excursions across Iceland and Scandinavia, and sunny escapes on the Mediterranean and Iberian Peninsula.

- 440 travel ideas to over 40 countries across Europe
- Tours of Europe's most famous cities, including London, Paris, Rome, Berlin, Barcelona, Vienna, and St. Petersburg
- Cruises through the Greek Islands and along the Adriatic Sea in Croatia and Slovenia
- Self-drives and nature tours across Iceland and Scandinavia
- River cruises along the Danube and Rhine through Western and Central Europe
- Trips into emerging destinations in Eastern Europe and the Baltics





## CENTRAL & SOUTH AMERICA

Goway puts nature and history on centre stage in Latin America, from the cloud forests of Costa Rica to the Incan wonders of Ecuador and Peru to the wind-swept reaches of Patagonia, the volcanic marvels of the Galapagos Islands, and, of course, the world's mightiest rainforest, the Amazon.

- Over 330 vacations to 19 destinations across Central and South America
- Cruises and island-hopping adventures through the Galapago Islands
- Historical trips exploring the Inca Empire in Peru, Ecuador, and Bolivia, culminating with Machu Picchu and the Sacred Valley of the Incas
- Journeys to the continent's most exciting cities, including Rio de Janeiro, Buenos Aires, Santiago, Cartagena, and Lima
- Hiking trips and self-drives across Patagonia in Chile and Argentina
- Beach escapes in Central American nations such as Costa Rica, Belize, and Mexico
- Cruises through the Amazon rainforest in Brazil, Ecuador, and Peru
- Jungle adventures to Maya and Aztec ruins across Mexico and Guatemala



## US & CANADA

Coming soon...adventures across the whole of North America. Goway's forthcoming product line in Canada and the United States will shine a light on popular favourites and hidden gems in the countries our travellers call home. In 2021, Goway returns to its roots.

- Trips to the most popular cities across North America, including New York, Los Angeles, Toronto, and Vancouver
- Natural journeys into the heart of the Canadian Rockies and the Grand Canyon
- Wildlife experiences such as Churchill, Manitoba polar bears
- Unique rail journeys and cruises into Alaska and the Canadian Arctic
- Exciting cultural experiences such as Mardi Gras in New Orleans and coastal adventures in the Maritimes



## POLAR VOYAGES

Goway curates adventures for the boldest Globetrotters who want to explore the polar regions.

- Over 30 vacations to the Arctic, Antarctica, and polar regions throughout Northern Europe and North America
- Cruises to the Antarctic Peninsula, including stopovers in the South Shetland Islands
- Remote cruises and stopovers in the Falkland Islands
- Polar bear safaris on the Norwegian island of Spitsbergen and in Northern Canada



## GROUPS ONLY

Goway customizes group vacations for groups of 10 or more like-minded travellers to the world's most appealing destinations.

- Experts in group travel for over 40 years
- A group can be any collection of 10 or more travellers, whether an extended family, a group of friends, a religious organization, a sporting team, a club, and everything in between
- Planned by travel experts who have travelled through all of the destinations they sell
- Over 200 years of combined sales experience on the group team
- Caters to special interests and themed group vacations
- Can customize vacations to any destination in any of Goway's regional offerings

**YOUR GROUP IS TOO IMPORTANT TO NOT DEAL WITH A GROUPS ONLY EXPERT**



## GOWAY AIR

Our air department members are the experts in putting together air routes worldwide. No air connection is too complicated, nor is any air route too remote for our team, who serve both individual travellers and the largest corporate groups.

- Fast, easy, and secure way of pricing complex itineraries worldwide
- Has long-term relationships with the world's leading airlines.
- Over 200 years of combined experience in pricing worldwide airfares
- The experts at booking complex itineraries as well as securing the best value on flights
- Eligible for GowayPro cash rewards
- Contact: fares@goway.com

**MOST TOUR OPERATORS DO NOT HAVE AN EXCLUSIVE DEDICATED AIR CONSOLIDATION TEAM**

# CONTACT US



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**Group quotes 10 or more:** groups@goway.com

**Customer Service:** customerservice@goway.com

**Accounting:** accounts@goway.com

**GowayPro VISA card:** rewards@goway.com