

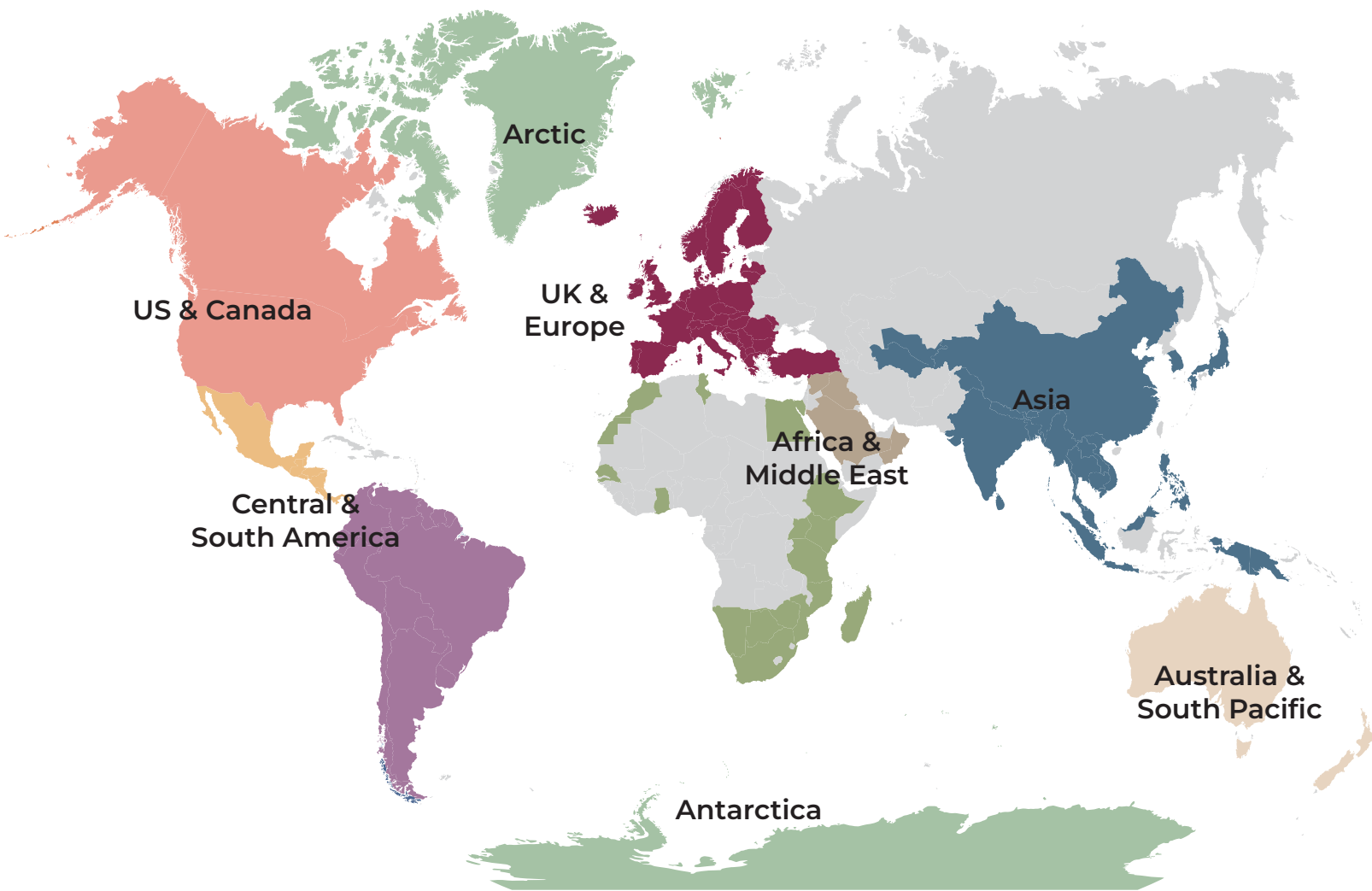
OUR NEXT JOURNEY

The Insider's Guide for Travel Advisors

Our destination specialists craft tailor-made vacations to:

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

GOWAY 



WHO WE ARE

Since 1970, we've been on a mission to empower our community of Globetrotters to realize a lifetime of travel. We are North America's leading travel provider to Australia, New Zealand, and the South Pacific, and experts in travel to Africa and the Middle East, Asia, Central and South America, the UK and Europe, the US and Canada, and the Polar Regions. We specialize in tailor-made itineraries to over 115 exotic destinations on all seven continents, but we also offer group tours, air consolidation, and corporate travel. We've been working in travel for over 50 years, so we've got the experience, the expertise, and the passion to transform the way people see the world.



TAILOR-MADE FOR TRAVELERS

With Goway, every vacation is tailor-made. Our Destination Specialists know our destinations inside-and-out, having traveled extensively through the regions they sell. They capitalize on this experience and expertise to offer the best service and advice when crafting your client's trip. Our experts are also ready to close the sale and work with you to make your client's travel dreams a reality.

WHY GOWAY

The 3 E's

EXPERTISE

We are the experts in travel and your own Destination Specialist will see through the entire booking from start to finish. Our Destination Specialists are true experts, having either lived, worked, or traveled extensively throughout the regions they sell.

EXPERIENCE

We have been in business since 1970 (that's over 50+ years!), are fully bonded with USTOA, and have dedicated groups and air divisions. We have seen and done it all.

EASE

Our goal is to make travel professionals' lives easier. We want you to be able to focus on your clients, so if there's any way we can help you close the sale, we'll do it.

EXPERT RESOURCES

Worldwide Travel Products

Our main website offers information on over 1,500 trips to over 115 destinations worldwide, with endless opportunities to customize and combine several destinations on one itinerary.

Education

Learn more about the world and level up your training with the GowayPro Travel Academy. You can also find travel stories, webinars, and customizable marketing tools on our dedicated travel professional website, Goway Agent.

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 ZOOM 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



OVER
500

FULL TIME
STAFF

4 MILLION
VISITORS TO
GOWAY.COM

7 AVERAGE LENGTH
OF EMPLOYMENT,
IN YEARS

39

LANGUAGES SPOKEN
BY OUR STAFF

17K

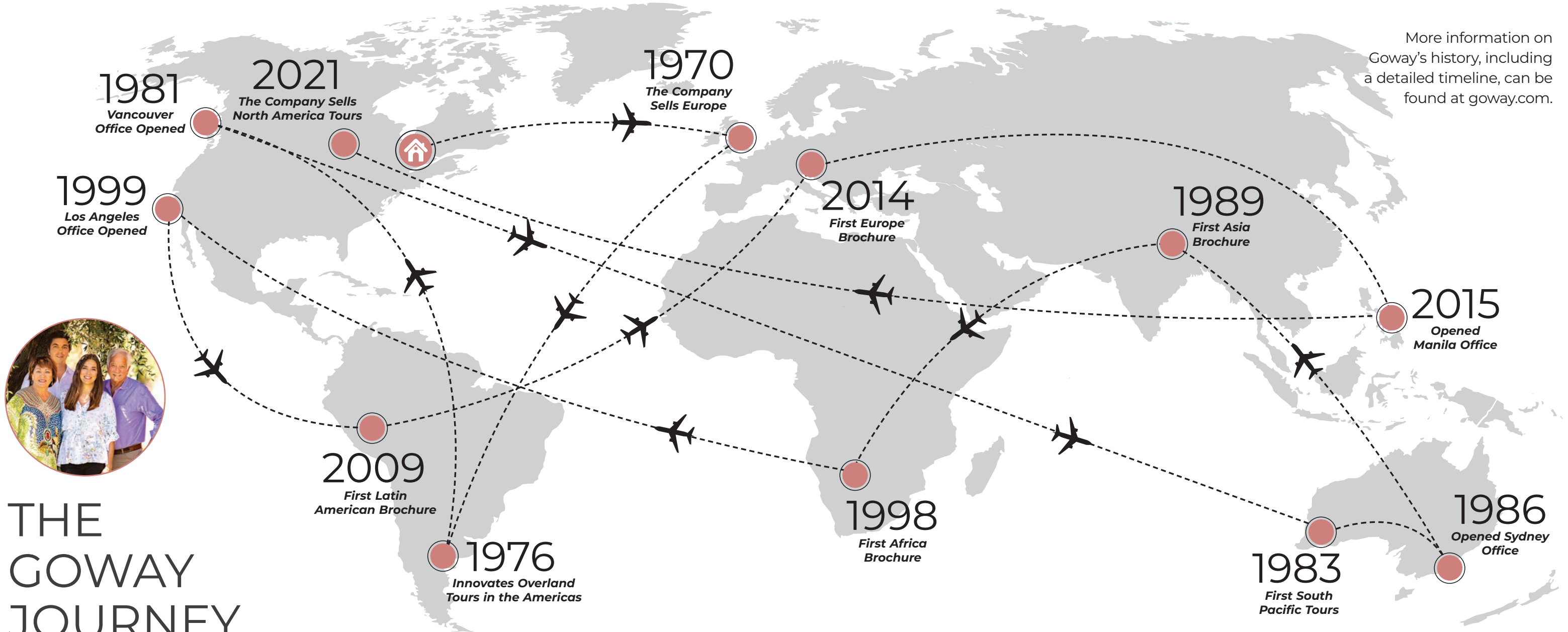
AVERAGE BOOKING
VALUE

45
NATIONALITIES
WORKING AT
GOWAY

14.2

AVERAGE GOWAY
VACATION LENGTH
(DAYS)

More information on Goway's history, including a detailed timeline, can be found at goway.com.



THE GOWAY JOURNEY

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.

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."

80's

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 trademarked upside-down "Downunder" logo, and creates the Groups Only division, but winds down South America operations.

90's

Goway creates the Goway Air division to sell special airfares, prints the first Africa brochure, invests in office property in Sydney, and buys an office building in Toronto. The Goway website is created. Goway opens an office in the US and creates an island division to sell the world's most idyllic islands.

00's

The 2000 Summer Olympics in Sydney boost Goway's profile as experts in the South Pacific. Then 9/11 shakes up the world and everyone in the travel industry. Goway publishes the first edition of Globetrotting Magazine. Just after Goway makes its biggest investment in technology, the Great Recession hits.

10's

Goway continues to invest heavily in technology. Ebola in West Africa hits the Africa division hard, but Goway redeploys staff to develop a Europe product line, which eventually becomes Goway's largest division. Goway opens an administration support office in Manila, the Philippines. In 2018, Bruce Hodge receives the W.H. Baxter Lifetime Achievement Award.

THE FUTURE

During the COVID-19 pandemic, which brings world travel to a halt just on the cusp of Goway's 50th Anniversary, Goway reimagines its product line, shores up its internal training and infrastructure, and comes out of the pandemic as a reinvigorated leader in travel. Goway returns to its roots with the launch of the US & Canada product line. In the near future, Goway will undertake an ambitious rebranding, which will culminate with the launch of a new website that will help to redefine the way to go globetrotting.

OUR DESTINATION SPECIALISTS

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



PERSONAL EXPERIENCE

We have lived and traveled extensively through the regions we sell, so you know that when you partner with a Destination Specialist, you're partnering with a reliable expert. We have the inside scoop!



HANDS-ON TRAINING

Even when we're not traveling, we never stop learning. Our Destination Specialists undergo intensive training and are constantly upgrading their knowledge at conferences and through education programs.



ACCOUNT MANAGERS

Our Account Managers are located throughout North America and offer in-store destination training, information night sessions with your clients, local marketing assistance, expo participation, and help in growing your business. (You'll find our Account Managers' contact details on the back page.)

WHAT WE DO

Goway offers over 1,500 unforgettable journeys to over 115 destinations on all seven continents. Every trip is fully customizable, and no other travel supplier in North America will offer as many ways to travel. You can view all our trips on our website.

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

TESTIMONIALS

"Goway Travel worked with us to set out a customized travel itinerary for a trip around New Zealand. Just prior to the start of the trip, extreme weather events in New Zealand caused cancellation of portions of the trip. The Goway team provided alternatives immediately and the trip went ahead. It was a lovely trip and Goway's recommended accommodations fit us perfectly."

-Glen Fischer

"We had a really great trip. Patrick suggested French Polynesia to us awhile back and we decided to do it. The suggestion was great as we loved it. Accommodations were great. We had a lot of transfers and everything worked just as it was supposed to."

-Kimberley Frome

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

GOWAYPRO

We know you're a pro, but we want you to be a GowayPro!

GowayPro is our professional portal to help travel professionals market, sell, learn, and get rewarded.

GowayPro is completely free! Sharpen your selling skills and destination knowledge with the GowayPro Travel Academy. Earn cash rewards on every sale you make with the GowayPro Loyalty Program.

You will have direct access to Goway's in house team of Destination Specialists to help you answer questions and craft the right vacation for your clients. Your own personal travel concierge!

HELP US HELP YOU

Your time is valuable, and so is your client's! Save time and increase the chances of making a booking by qualifying your clients with the following questions. Then pass the answers onto your Goway Destination Specialist to make the booking journey faster and easier.



How many people are traveling?



What is the budget?



When do they want to travel?



Where do they want to travel?



Should we include airfare? If so, what level of service: Economy, Premium Economy, Business, First Class?



Level of accommodation? (3-Star/Moderate, 4-Star/First Class, 5-Star/Deluxe)



Are there any other travel services required? (e.g. airport transfers, day tours/excursions, intra-country/intra-destination flights, tickets/passes, etc.)



Have the clients expressed any specific interest for this trip? (e.g. history, food, shopping)

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.

AWARDS



GOWAY.COM (The Google of the Travel Industry)

Our main website is the best tool to help you sell travel packages and learn about the world. In addition to in-depth overviews, special offers, and destination info, the landing page also features a Trip Quote Finder. Simply choose "destination," "country," and "trip type" and click "Find My Trip!" to get quick quotes for your clients. **Prices updated every 24 hours.**



Click for a quote

GOWAY AGENT

Our dedicated travel site, gowayagent.com, is made just for you, the travel professional. It offers information and tools that will help you close the sale—no login or password required.

Click to register

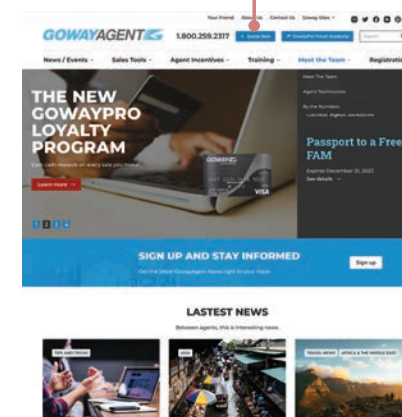
In order to receive a quote from Goway you must register first



GETTING A QUOTE

The best way to get a quick and easy quote from Goway is to head to Goway Agent and click on the "Quote Now!" button at the top of the page. This will take you to our quote form. If you want to learn more about the Destination Specialist you'll be working with, click on "Meet the Team" on Goway Agent.

Click for a quote



JOIN THE GOWAYPRO TRAVEL ACADEMY

Enhance your travel expertise and become a Goway-designated Destination Specialist with the GowayPro Travel Academy. Join Professor Goway on an educational ride around the world through fun, inspirational, and educational video modules. You'll gain expert tips and tricks on customizing itineraries for your globetrotting clients and learn about the many wonderful places that Goway sends travelers.

GowayPro Travel Academy features over 120 modules on 41 countries worldwide—with more to come! Learn about top-selling destinations, get sales tips and country guides, and even enjoy videos on what to pack for each destination.

How To Register

Head to Goway Agent and click on the “Begin Your Journey” button on the slider to land on the GowayPro Travel Academy Information page. Click on the “Enroll Now” button and fill out the form to register. Then leave it to Professor Goway to get in touch.



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 and groups. 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 for more details.

Loyalty Status Level	Gross Sales	Percentage (%) of Net Booking Value
Platinum	Up to \$500,00	1%
Gold	\$300,001-\$500,000	0.75%
Silver	\$100,001-\$300,00	0.50%
Bronze	\$0-\$100,000	0.25%

PASSPORT TO A FREE FAM

It’s as easy as 1-2-3!

- 1 Book each of Goway’s regions: Africa & Middle East; Asia; Downunder & South Pacific; Central & South America; UK & Europe; US & Canada
- 2 Book a group to anywhere in the world and you can apply it to any destination.
- 3 Claim your free FAM trip!*

Learn more at Goway Agent.
*Terms & Conditions apply



WHERE WE



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 150 vacations throughout Australia, including all the favorites, such as Sydney, Melbourne, Uluru/Ayers Rock, and the Great Barrier Reef, and trendsetting destinations such as Western Australia and Tasmania
- Over 50 vacation ideas for New Zealand, with trips across both islands
- Idyllic paradise island retreats, including the islands of Tahiti, the Cook Islands, Fiji, Samoa, and Tonga
- Sepik River cruises and jungle explorations in Papua New Guinea



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 220 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 island paradises, including Bali and 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



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 280 travel ideas to 24 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 historic experiences across North Africa and the Middle East, including Dubai, Qatar, 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



UK & EUROPE



Goway focuses on the cities across the UK, Scandinavia 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.

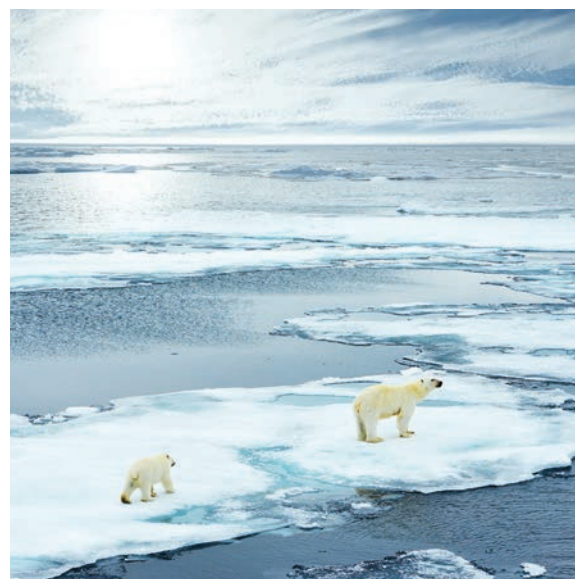
- 400 travel ideas to over 40 countries across Europe
- Tours of Europe's most famous cities, including London, Paris, Rome, Berlin, Barcelona, Vienna, Stockholm and Budapest
- Cruises through the Greek Islands and along the Adriatic Sea in Croatia and Slovenia, as well as the coast of Norway
- Self-drives and nature tours across Iceland and Scandinavia
- River cruises along the Danube and Rhine through Western and Central Europe



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 290 vacations to 19 destinations across Central and South America
- Cruises and island-hopping adventures through the Galapagos Islands & the Amazon
- 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, Quito and Lima
- Hiking trips and self-drives across Patagonia in Chile and Argentina
- Wildlife tours and lazy days at the beach in the rainforests of Costa Rica, Guatemala, Belize and the Pantanal



POLAR VOYAGES

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

- Over 25 expedition cruises to the Arctic & Antarctica
- Cruises to the Antarctic Peninsula, including stopovers in South Georgia, the Weddell Sea and 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
- Cross the Arctic or the Antarctic Circle



US & CANADA

Discover popular favorites and hidden gems in the countries that our Globetrotters call home. Follow the famous highways of the US and Canada to tour historic cities, uncover cultural wonders, and explore some of the world's most beautiful national parks.

- Road trips along some of North America's most famous tourist routes, including Route 66 and the Pacific Coast Highway
- Regional journeys that stopover in popular cities, including New York, Boston, Nashville, Montreal, and Toronto
- Natural adventures in historic national parks including Banff, Yellowstone, and the Grand Canyon
- Beach escapes and sunny getaways in the islands of Hawaii, as well as mainland coastal centres in Florida and California



GROUPS ONLY

Goway Groups Only creates tailor-made trips for groups of 10 or more travelers. Servicing all budget levels and interests, Groups Only will customize an itinerary to your group's needs, securing the best value and unforgettable experiences along the way.

- Helps you travel for free and earn great revenue
- Excels at tailor-made private group vacations
- Committed to making innovative and interactive group vacations, and connecting your group to the destination
- Caters to all types of groups, including extended families, friends, religious organizations, sports teams, special interest groups, and clubs
- Services over 115 destinations worldwide
- Offers exclusive services, including a "Groups Management Tool" and marketing assistance, such as a complimentary marketing coaching session on speculative groups
- Most importantly: Goway Groups Only only does Groups!



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 travelers 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
- Contact: fares@goway.com

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