



Subject Line: **Planning Makes Perfect for 2010**

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Dear InSite e-Newsletter Subscriber:

They say "practice makes perfect". We all know that. As you plan your 2010 group tours, I'd like to remind you that ***Planning Makes Perfect*** too!

When planning your 2010 tours, there are many details to juggle. I wish I had an easy solution where everything would just take care of itself. But hey, this is the real world ... and ***Murphy's Law*** is the order of the day!

Keep in mind the importance of travel insurance. I can't tell you how many times we've seen an otherwise well-planned tour have an unhappy ending because the traveler had a problem. Maybe they skipped buying travel insurance, then cancelled their trip, and became furious because YOU didn't push the insurance on them. In worst case scenarios, they blame YOU for not booking insurance..

Then there's the unfortunate traveler who needs medical attention on the trip and has to be flown home for more treatment. This happened recently to a nice 83 year old lady. She fell on the airplane and broke two ribs. It cost \$19,000 for her to get treatment in a Paris hospital and evacuated back to the States on a commercial airliner. Fortunately she had travel insurance that covered everything.

I could go on and on, but you get the picture. ***Planning Makes Perfect.***

Here are the two reasons why you should always include a good travel insurance plan for everyone in your group.

1. Give your travelers peace of mind:
 - Protect your traveler's investment – they will thank you
 - Protect your traveler's health – they will thank you again
2. Give yourself peace of mind:
 - Protect yourself from liability – always get signed waivers
 - Earn easy income – net rate plans are the most flexible

You have immediate access to an excellent group travel insurance plan called **Our Travel Protector**. It's part of your subscription to InSite eNewsletter. I strongly encourage you to include this insurance for everyone in your group. With low net rates you determine how much you will earn for each booking. We also provide a Waiver Form that you should use for anyone who declines the insurance.

Planning Makes Perfect: when planning your 2010 tours, be sure to visit www.OurTravelProtector.com and include this insurance for everyone in your groups.



If you have any questions, please email JohnMartinen@TravelStrategies.net or call him at 212-678-7998. Why John? He helped develop **Our Travel Protector**. He's not only a travel insurance authority; he's also a former president of Globus & Cosmos, and one of the first to introduce tour operator travel insurance to the consumer market. With **Our Travel Protector** you now have a **net rate plan** just like the ones John Martinen helped pioneer for tour operators and cruise lines!

Best wishes to you and yours for a happy and prosperous 2010!

Sincerely,

Jeff Gayduk
Publisher, InSite Newsletter
Premier Tourism Marketing