

Grand Circle Travel *presents*  
**The Ambassador**  
A traveler's newsletter for referring friends and earning rewards

April 2012

# Eclectic tastes, unforgettable experiences

## Inspiring others through love of travel

by Victoria Welch

In Diane and Ted Brandley's Summerfield, Florida, community, conversations often center around how residents enjoy their leisure time. Travel frequently comes up—and so Diane and Ted talk about their world discoveries.

During conversation with these 10-time Grand Circle travelers, Diane and Ted don't merely tell you about the places to which they have traveled. They describe those locations in a manner that allows you to see, hear, and feel the sights and people they've encountered. They have a remarkable way with words, and even their voices brighten, as was the case when *The Ambassador* caught up with them—shortly before they embarked on our *The Great Rivers of Europe* River Cruise—to discuss their experiences with Grand Circle and our sister company, Overseas Adventure Travel.

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Diane Brandley tries her hand at traditional Russian music during a music recital held onboard her *Russia Revealed: Moscow to St. Petersburg* River Cruise.

April 12, 2012

Dear Vacation Ambassador,

Springtime in New England is a wonder, as there's an irrepressible joy that comes with seeing the world green and in bloom again. I've always connected with this season—I'm struck by the sense of renewal, rebirth, and opportunity that comes with it—but I'm excited about this spring in particular. The coming months offer so many opportunities to be inspired and embark on life-changing discoveries ... and there's never been a better time to share that inspiration with others as a Vacation Ambassador.

We've been busy here in Boston throughout the winter, and now is when we can begin to show the results of our efforts: the first announcements of our 2013 trips and departure dates. Alan and I are thrilled about what's in store for our 2013 Grand Circle Cruise Line and Grand Circle Travel trips, as well as the new and exciting enhancements we've made to many of our 2012 itineraries. Inside, we've outlined some of what's coming up, as well as how you can be among the first to know the latest and greatest details.

And with that information, I hope you'll want to share this news with new travelers and welcome them into the Grand Circle family—and should you do so, you'll be able to more easily than ever before while enjoying the rewards of being a Vacation Ambassador. Inside, we'll show you new enhancements we've made to our Vacation Ambassador Referral Program's home on our website. We recount a wonderful Vacation Ambassador Celebration Event that we held in our headquarters in February—where I had a chance to greet Vacation Ambassadors from throughout New England, and where Grand Circle associates received feedback on how to make this program even better. And you'll meet Diane and Ted Brandley, who have inspired new travelers to discover the world—including places they might not otherwise have considered—with us.

I hope that you are looking forward to what lies ahead for Grand Circle as I am. Thank you, as always, for being a member of the Grand Circle family. Happy spring!

Warm regards,



Harriet R. Lewis  
Vice Chairman

Grand Circle Cruise Line • Grand Circle Travel



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**1st CLASS**

 **GRAND CIRCLE TRAVEL**  
347 Congress Street, Boston, MA 02210

Please mention this code when booking:

The Brandleys' extensive travel history includes forays to China, Morocco, and the South Pacific—but one journey that stands out, they said, was Grand Circle Cruise Line's *Russia Revealed: Moscow to St. Petersburg River Cruise*. The Cold War-era perceptions they brought with them onboard their Volga river ship, they said, were quickly cast aside.

"I think we expected much more of a gray, stark, strict, sad place," Diane said. "And I think of the beauty of what we saw, and not just of the palaces, but little garden plots, the flowers ... There was just so much beauty and color."

"Russia was like our trip to China—a revelation," Ted added. "As a kid growing up, the Bolsheviks were controlling Russia, Stalin was a big bully until 1953, and Russia was cut off from the rest of the world. But when we got over there and saw how they've rebuilt, all the things in St. Petersburg, the churches that have been spiffed up, we couldn't believe it. The subways in Moscow? They're works of art! It was a real eye-opener."

As travelers with "eclectic tastes," Diane and Ted regularly seek out experiences a bit off the beaten path. This allows them to recount their journeys to others in their community, many of whom might not otherwise have considered adding such destinations to their own travel wish lists.

"I think the best approach is no approach. Retired people are always talking about leisure activities, so travel will inevitably come up," Diane said. "So at the gym, I might say, 'I won't see you for a few weeks.' And they'll ask, 'Oh, what are you doing?'"

That's when that wonderful way with words comes in—and the Brandleys describe not only the destinations visited, but

just why they've chosen Grand Circle as their travel partner: solid, often "5-star Program Directors," the ship experience, and the attention paid to them before and during their trips.

"It's the personalized service, the fact that the company does care. You're not just a number," Ted said. "And you can pass this information along to new clientele."

The Brandleys invited one pair of new travelers into the Grand Circle family by showing photographs of their *Russia Revealed* experiences, as well as tapping into the mystery of the region itself. "We gave them a set of CDs of Russian history, from Peter the Great to Gorbachev," Ted said.

The approach was successful. "They went down the road to an adult learning community and now they're learning Russian!" Ted said with

a laugh. "They're going to have a hell of a time."



The Brandleys captured this image of St. Basil's Cathedral by night during their Moscow discoveries.

## Send Us Your Stories

**Do you have inspiring travel stories or referral tips to share? If so, we want to hear from you!**

**Send your photos and stories to:**

Editor, *The Ambassador*  
347 Congress Street  
Boston, MA 02210

**Or email us at:**  
ambassador@gct.com



# New for 2013 at Grand Circle Cruise Line

## Save 10% on any 2013 departure

If you reserve a 2013 Grand Circle Cruise Line vacation and pay in full by check or electronic transfer by June 1, 2012, you'll save a full 10% off your cruise, cabin & deck upgrades, air add-ons, and pre- and post-trip extension price—no matter when you depart in 2013.

## Grand Circle Cruise Line's NEW Lowest Price Guarantee

When you reserve a 2013 departure of any Grand Circle Cruise Line vacation, we guarantee that you'll receive our lowest cruise-only price. If we reduce your trip price more than 60 days from departure, we will automatically refund the difference to you.

Visit [www.gct.com/priceguarantee](http://www.gct.com/priceguarantee) for details.

**Please note:** Grand Circle Cruise Line's Lowest Price Guarantee applies to the cruise-only price based on the lowest cabin category, and does not include pre- or post-trip extensions

## Experience our River Ship Vacations ...



Based on feedback from our travelers, we've enhanced many of our River Cruises for 2013. Here's a sampling of what's new:

- Now including a full-day excursion to Salzburg with an included lunch on *Old World Prague & the Blue Danube*
- Now including 2 nights in Berlin on *Essence of the Elbe: Berlin to Prague*
- New extension to Bruges, Belgium on *The Great Rivers of Europe* and *Grand European Cruise*
- Now including a 2-day Metro Pass on the Paris extension of *Cruising Burgundy & Provence to the Cote d'Azur* and *The Seine: Paris to Normandy*
- Now including a tulip farm visit on *Holland & Belgium in Springtime*

## ... and our Small Ship CruiseTours

2013 is an especially exciting time for our Small Ship CruiseTours. Among what's in store:

- Explore the Mediterranean aboard one of our 50-passenger small ships—the M/V *Athena* and *Artemis*—on three new Small Ship Cruise Tours: *Hidden Gems of the Dalmatian Coast & Greece*, *Treasures of the Aegean: Greek Island Cruise*, *Athens & Istanbul*, and *Cruising the Adriatic: Croatia, Montenegro, Bosnia & Herzegovina*.
- Discover the icy wonderland of Antarctica aboard our 112-passenger *Corinthian II* on *Antarctica's White Wilderness*
- Encounter Panama's man-made marvel—the Panama Canal—on our 24-passenger M/S *Discovery* on *Panama Canal Cruise & Panama: A Continent Divided*, *Oceans United*



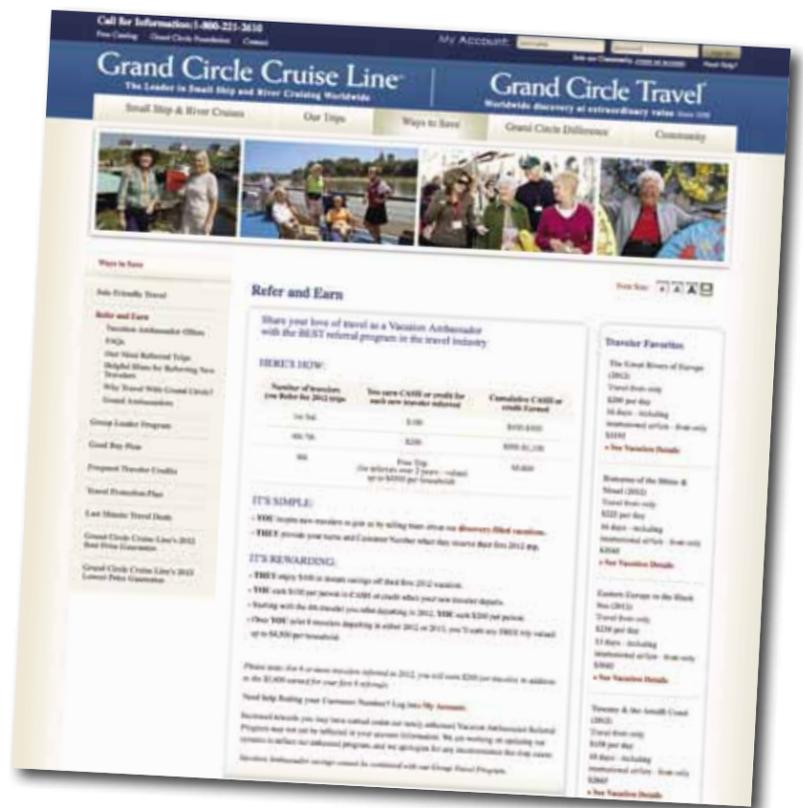
# Vacation Ambassadors Online:

## Easier than ever to welcome others to Grand Circle

We're pleased to have recently enhanced our website to make it easier than ever for Vacation Ambassadors to welcome new travelers into the Grand Circle family. Now, when you visit [www.gct.com/va](http://www.gct.com/va), you can:

- Discover just why new travelers should travel with Grand Circle
- Pick up helpful hints on inviting others into the travel family
- Learn which Grand Circle trips are most often referred by other Vacation Ambassadors
- Read Frequently Asked Questions
- Download a Vacation Ambassador kit, past issues of *The Ambassador*, and referral cards

With these extra tools at your fingertips, inspiring others to seek out their own world discoveries is only a quick click away.



## Enter the Inner Circle with Grand Circle



We are proud—and appreciative—that many of our travelers return to discover the world with us time and time again. That's why we created the Inner Circle: a membership rewards program exclusively for our very best travelers, who have joined us

on three or more Grand Circle (or our sister company, OAT) trips in their lifetime.

What does being in the Inner Circle mean for our travelers? Enjoy priority telephone service with an exclusive toll-free number; an exclusive pre-trip gift; a free subscription to *Insider*, our exclusive travel magazine; first announcement of new vacations and departure dates, and priority luggage service on all of our vacations. And—new to our Inner Circle—if you customize your trip with Grand Circle's exclusive True Choice Program, we'll waive the \$100 service fee. For complete details on the benefits of entering the Inner Circle, visit [www.gct.com/ic](http://www.gct.com/ic).

## New enhancements and savings on 2012 trips

Lest you think we're saving all of our new discoveries for next year, we've also made 2012 a remarkable time to travel with Grand Circle. On two special departures of our *The Great Rivers of Europe* River Cruise—September 17 and 24, 2012—you can soak up the sights, sounds, and tastes of German Oktoberfest during your discoveries of Munich. On September departures of our *Romance of the Rhine & Mosel* River Cruise, you can add a sixth country to your itinerary with a visit to the trilingual (and tiny) nation of Luxembourg. And with a special value of up to \$1200 on select departures of Land Vacations, River Cruises, and Small Ship CruiseTours, this year is ripe with potential for crossing destinations off your “to visit” list.



# Celebrating Vacation Ambassadors

Giving and getting feedback  
during a special Boston event



On February 15, we were proud to welcome 60 Vacation Ambassadors to our Boston headquarters for a special Celebration Event in Harriet's Corner. This celebration—which featured Vacation Ambassadors from Connecticut, Massachusetts, New Hampshire, Rhode Island, and Vermont—was a wonderful opportunity for us for us to thank loyal Vacation Ambassadors for their work welcoming new travelers into our family. Additionally, it also gave us the opportunity to glean feedback and suggestions on how we can make our newly enhanced program even better in the future.

Our guest Vacation Ambassadors were treated to a lunch highlighting foods from around the world; an appearance by Harriet Lewis, Vice Chairman of Grand Circle Travel, who offered her thanks for the important role Vacation Ambassadors play in the company; and a Champagne

toast. In addition, guests participated in roundtable feedback sessions with Grand Circle associates, where they offered their perspective on the new enhancements to the Vacation Ambassador Referral Program, ideas about ways to continue to spread word and welcome new travelers into the fold, and the tools we provide that best serve their needs as Vacation Ambassadors.

Thank you to those who attended and shared with us—we all appreciate your time, feedback, and hard work.



*“The free trip is a huge incentive. It's a great idea—it's not so far-fetched. Today I was getting all fired up: 'Let's go home, let's host a seminar, let's have a Tupperware party ... only we'll have a trip party.’”*

*Cindy Wilson • 9-time traveler & Vacation Ambassador • Portland, Maine*

## Join us for an upcoming traveler event



Monday, April 30, 2012  
Dallas, Texas

Tuesday, May 1, 2012  
Fort Worth, Texas

Wednesday, May 2, 2012  
Austin, Texas

Thursday, May 3, 2012  
San Antonio, Texas

Friday, May 4, 2012  
Houston, Texas

For complete details, visit [www.gct.com/va](http://www.gct.com/va) or call 1-800-221-2610

# Share your love of travel as a Vacation Ambassador with the BEST referral program in the travel industry

## REFER and EARN a FREE trip

Inspiring new travelers to join the Grand Circle family is rewarding for you *and* those you refer. As a Vacation Ambassador, you'll enjoy rewards for referring new travelers to Grand Circle—and the more travelers you refer, the greater your rewards, up to a FREE trip. What's more, you'll also pass along savings to your new travelers—they'll enjoy \$100 in instant savings off their first vacation for mentioning your name and Customer Number. With those savings, for example, a new traveler who reserves space on our *Old World Prague & the Blue Danube River Cruise* can travel from only \$1795—that's just \$164 a day!

### IT'S SIMPLE:

- **YOU** inspire new travelers to join us by telling them about Grand Circle's discovery-filled vacations.
- **THEY** provide your Name and Customer Number when they reserve their first 2012 trip.

### IT'S REWARDING:

- **THEY** enjoy \$100 in instant savings off their first 2012 vacation.
- **YOU** earn \$100 per person in CASH or credit when your new traveler departs.
- Starting with the 4th traveler you refer departing in 2012, **YOU** earn \$200 per person.
- Once **YOU** refer 8 travelers departing in either 2012 or 2013, you'll earn any FREE trip valued up to \$4500 per household.



### Here's how:

Number of travelers referred and departing over a one-year span	Rewards earned for each new traveler	Cumulative rewards per tier	Maximum reward value
1st-3rd	\$100	\$300	<b>\$300</b>
4th-7th	\$200	\$800	<b>\$1100</b>
8th	FREE TRIP (for referrals over two years)	Value of up to \$4500 per household	<b>\$5600</b>

For 9 or more travelers referred and departing in a single year, you will earn \$200 per traveler, in addition to the \$5,600 earned for your first 8 referrals.

For complete details, visit [www.gct.com/va](http://www.gct.com/va) or call 1-800-221-2610