



WORLD LESS TRAVELED

A Journey to Remember





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About World Less Traveled

Create the best dream vacation for you and your family

World Less Traveled, a family-oriented travel agency, delivers great memories for all types of vacations — from giant family reunions to celebrated family journeys to destinations both domestic and international. Our personal, friendly and highly trained agents guarantee every trip whether 50 or 3,000 miles away results in a memorable experience and satisfied customers happy to refer their friends. Our travel professionals use the most up-to-date and innovative technology in the travel industry to go above and beyond to provide premier travel experiences. Our unique approach involves building important relationships with our valued suppliers who help us procure the best deals, share insights on particular services and carriers, and go out of their way to ensure our clients receive superior service. Additionally, founder Elisa Taylor brings her vast experience to meet each client's specific needs. She has traveled the globe to 10 countries on four continents — and most of her travels have been with family so she has great insight, tips and tricks to help clients discover the best services, destinations and unsung hot spots worth the visit. She also holds a Master Cruise Counselor certification and is a graduate of the Disney College of Knowledge. For more information, log onto the website at www.worldlesstraveled.com or call Elisa Taylor at 530.885.1307.



About Travel Guiders

World Less Traveled launches an intriguing new travel group called "Travel Guiders," a free member-based organization designed to inform, educate and entertain travel aficionados interested in learning more about travel tips and tricks and destinations — and specifically family friendly vacation spots. "Travel Guiders" will meet monthly at Jericho Coffee in Roseville, Calif. and invite guest speakers to share travel secrets, provide little-known travel tips, tricks and facts to make your journeys more comfortable, relaxing and pleasant, and provide special offers and discounts. Travel Guiders is open to the public and the first meeting starts January 7, 2010 and meets at Jericho Coffee the first Thursday of the month. Jericho Coffee is located at 8711 Sierra College Blvd, Suite #1. Roseville, CA 95661 (916) 771-5726 For more information, call Elisa Taylor at 530.885.1307 or send email to etaylor@worldlesstraveled.com.

FOR IMMEDIATE RELEASE

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INDULGE YOUR TRAVEL FANTASIES BY JOINING A NEW TRAVEL ENTHUSIAST GROUP

Uncover the hidden secrets to traveling domestically and internationally by joining a unique travel group called Travel Guiders

November 12, 2009, Roseville, Calif.—Have you ever wondered what it's like to visit Italy and find the best pasta? Want to know how to beat the crowds and avoid long lines in Disneyland? Ever wanted to vacation in Yosemite and discover the best camping spots in the park? Want to know the off-the-beaten path vacation destinations both in the U.S. and around the world? Travel Guiders, a unique travel group hosted by World Less Traveled is designed to share the hidden secrets, share tips and tricks, and provide advice on where to visit to maximize your vacation dreams, invites travel aficionados to join its inaugural meeting scheduled for January 7 from 7:00 p.m. to 9:00 p.m. at Roseville-based Jericho Coffee.

Travel Guiders is being formed by Elisa Taylor, travel agent from World Less Traveled, a family-oriented travel agency. Taylor has traveled the world and visited 10 countries on four continents. She knows all of the secrets to successful travel – especially when traveling with your family. She wanted to take her knowledge and invite high-profile guest speakers to discuss what it's like to travel to Europe, Australia or just stay in the U.S. and successfully enjoy visits to national parks. Each month, new speakers — from seasoned travelers to travel authors and writers — will talk to



the group about their adventures, share what to do and what not to do; reveal hidden treasures and secrets about vacation destinations; discuss little-known tips and tricks to maximize travel dollars; and more.

"I love to travel with my family," said Taylor. "I thought it would be a great experience to bring people together in a group to discuss something fun, light and interesting. We also know expendable income for families has been affected by the economy — people still want to vacation but they want to maximize those dollars to get the best possible trip for their money. So, we're not charging membership dues to join the group, and we will offer coupons, discounts and deals on certain travel packages, and direct people to the most affordable destinations."



The first meeting on January 7 at Jericho from 7:00 p.m. to 9:00 p.m. will feature a Disney representative to share information about the underground and secret tips to make any Disney theme park vacation the best family vacation.

Other upcoming topics include:

- Yosemite
- Yellowstone
- Grand Canyon And More – How To Make The Most Out Of Your National Park Vacations And Avoid The Crowds
- European Adventures – Family Friendly Destinations
- Cruising – Why Your Family will Love it
- Camping For Cabin Dwellers – When You Don't Like the Tent How To Make Your Camping Great
- RV Traveling For Families – Why RVs Make Your Vacation Easier When You Have Children.



The meeting will be held at Jericho Coffee, 8711 Sierra College Blvd, Suite #1. Roseville, CA 95661 (916) 771-5726. The meeting starts promptly at 7:00 p.m. and will end at 9:00 p.m. For more information or to set up an interview, contact Michelle Gamble-Risley at 916.300.8012. Log onto the World Less Traveled website at www.worldlesstraveled.com.

Elisa Taylor

Family Travel Professional



Elisa Taylor, a passionate and experienced world traveler, has journeyed through more than 10 countries on four continents — but most importantly she has done so with her family. She knows firsthand what families need to successfully travel together and make the experience the most memorable. She believes that like family traditions, vacations become wonderful and important memories. She makes it her personal goal to uncover the hidden secrets, treasures, insider tips and tricks, and provide sound, experienced advice to make your next family vacation simply incredible.

Elisa started working with World Less Traveled in June 2005 and focused on researching, building strong relationships with her travel suppliers, and using the most current and innovative technology to maximize all her resources. She knows how to build the perfect vacation to meet each family's needs. She works personally with family members, asks questions, and explores options, package deals, sales and specials — but never skips or scrimps on quality to get the best possible deal, but also makes certain it's a quality experience. Since she has likely been to most popular destinations, she knows intimate and up-close details about where to go and what activities will entertain, delight and inspire every client.

What Elisa loves more than anything else — to create the ideal Disney theme park vacation. Whether knowing the best way to beat the crowds, uncovering the tricks to avoid the lines, or finding gourmet foods in hidden coves of the park, Elisa knows it all. You won't find a more informed, current or seasoned Disney enthusiast to plan your next Disney adventure. She is also a graduate of the Disney College of Knowledge, a special travel agent training program geared toward educating and helping graduates maximize Disney vacation opportunities.

Elisa also has a number of other travel certifications including:

- California Registered Seller of Travel (CST # 2078554-40)
- Certified Travel Agent (CTA)
- Accredited Cruise Counselor (ACC)
- Destination Specialist (DS)
- Family Travel Specialist (From Travel Institute)



Frequently Asked Questions

Q: Why did you form Travel Guiders?

I have a lot of clients come to me with questions about vacation destinations for families. I wanted to help current and prospective travelers learn about their options in a fun and interesting format. Even if you may never travel, for example, to Europe or Asia, wouldn't it be fun to hear about it? And if you do intend to travel somewhere unfamiliar, wouldn't you want to avoid the tourist traps and find the hidden treasures that no one else knows about? Or if you love tourist traps — and some people do — wouldn't you want to know about the best ones? Wouldn't you want to avoid the pitfalls of going somewhere unfamiliar? We're going to answer those kinds of questions and reveal some really fascinating secrets too.

Q: What kinds of speakers will you invite?

We want will invite representatives from major travel destinations such as Disney, which we invited a speaker for our first meeting will be here on January 7 to introduce the group. We will also invite travel authors and writers from publications to discuss their journeys and insights. We'll ask supplier representatives to discuss some of the new travel services and products, but it won't be a commercial discussion. We're focused on information, tips and tricks, not selling.

Q: People don't have the kind of travel budgets they once had, do you intend to address economical travel advantages?

Absolutely, we want to share information and feature topics for all kinds of travelers on all kinds of budgets. We know the economy has affected expendable income. So, we'll also offer information on how to get the best deal, discounts and coupons, and package sales. As a travel agent, I have access to all of kinds of material; however, Travel Guiders will not be a commercial group. I am here to help if they ask for my assistance, but we will not focus on selling people travel packages — that's not the goal.

Q: Who can join?

Membership is free and anyone can join. Our first meeting will be held January 7, 2010 at Jericho Coffee, 8711 Sierra College Blvd, Suite #1. Roseville, CA 95661 (916) 771-5726. The meeting starts promptly at 7:00 p.m. and will end at 9:00 p.m. For more information or to set up an interview, contact Michelle Gamble-Risley at 916.300.8012. Log onto the World Less Traveled website at www.worldlesstraveled.com.

Q: How often will the meetings take place?

We will hold each meeting once a month on the first Thursday at Jericho Coffee until we outgrow the facilities. Once you join, we will send monthly reminders and announcements to members. Members will also receive a complimentary subscription to our travel newsletter Passages, which will also contain feature stories on travel, insightful tips and tricks, and special offers.

General FAQ – World Less Traveled

Q: What is the role of the travel agent and how has it changed?

Travel agents work hard on behalf of the consumer. The role of a travel agent is to make the process of going on a trip be a stress free and memorable experience. Travel agents spend time not only booking tickets and searching for affordable prices, but also personalizing their services for individual clients. The job of a travel agent has grown and adapted to reflect the changes within the travel industry and difference in the way people think about travel. Travel agents recognize that consumers today have done their homework and are more knowledgeable about what they want. Clients who turn to a travel agent desire an in-depth, personal approach and want the advice and expertise of a professional.



Q: What are the benefits of using a travel agent compared to the Internet?

The Internet can be a powerful tool. It can increase the scope and reach of a consumer's efforts and allow a person to check hundreds of options or research destinations in depth. But to make the Internet work effectively, a person has to understand where to look and what questions to ask, otherwise hours can be wasted surfing the Web and ultimately produce unsatisfactory results. This is where a travel agent can make a world of difference.

A professional travel agent is trained to guide a client through the entire process of planning a trip. Travel agents take classes, participate in seminars, become destination specialists and join professional associations in order to ensure they make each client's travel experience as personalized, convenient and memorable as possible. When planning a family vacation, the Internet can be a valuable resource, but it cannot replace the expertise and guidance of a travel agent. Also, during travel crises, the Internet can't replace a human being who will persist to help a client. Travel agents, meanwhile, can offer a myriad of intermediate options.

Q: Will the Internet replace the need for travel agents?

There are some things technology cannot replicate, and personal touch is one of them. The Internet is a valuable resource, but it cannot replace the expertise, guidance and personal service of a travel agent. At a time when travelers are stressed out with hectic schedules, travel agents have all of the information at their fingertips, saving valuable hours of surfing on the Web. Agents also can offer insider tips generally based on personal experience.



Q: Why choose World Less Traveled?

World Less Traveled is your committed travel partner — before, during, and after your vacation. If you're not satisfied, we'll advocate on your behalf to make sure your vacation is delivered as promised.

Q: How many pieces of luggage may I bring?

Each air carrier, cruise line and other form of transportation may have its own restrictions and requirements including weight, size and number of bags allowed. We recommend that you contact your travel agent for the requirements for your specific trip. Most airlines will allow one suitcase to be checked. Each individual suitcase may not exceed 50 pounds. They will also allow one carry on bag and one personal item such as a purse. Many airlines are now charging for a second checked piece.

What's the best way to deal with money matters while traveling?

Here are a few pointers:

- Do not carry large quantities of cash.
- In most major cities in the U.S. and abroad, you can use your ATM card just as you do at home.
- Carry only the debit and credit cards you will use on your trip
- Bring a small amount of local currency with you in case exchanges are closed when you arrive.
- For security, enter the customer service 800 #'s off your credit cards into your cell phone, if you are carrying your phone with you on your trip.

Q: Is there a minimum age for travelers?

Depending on the tour operator, some require children to be at least 4 years of age to participate. Check with your travel agent for details on your vacation.

Are there age, height, weight or other restrictions for certain activities?

Yes, certain activities (for example, horseback-riding and zip lining) have age, height, weight or other restrictions.

Listen, Laugh and Learn. Let your vacation begin the moment you leave home! No matter what you have planned, be flexible and expect the unexpected; that's part of the fun of traveling! Share your enthusiasm with your children, ask questions, wonder out loud, listen, and balance learning with laughter.