



Springdale Traveler

Dear Travelers,

I am often asked, "Has the Internet affected your business?" Most people are quite surprised when I respond that, in spite of ever increasing competition from online retailers, our business is thriving.

So, you might ask, how does Springdale Travel remain relevant to our customers in this age of online retailers?

The number one thing that keeps our customers coming back is our team of travel consultants. Our travel consultant staff here at Springdale Travel has amassed over 500 years experience selling retail travel. This is in stark contrast to online travel; a mostly automated, multi-billion dollar industry supported by inexperienced staff whose responses are often scripted and rarely sympathetic.

Trust would rank number two among things that keep our customers returning. Many of our customers are afraid to trust their much-anticipated vacation to someone that they do not know. Many have learned that lesson the hard way, as we hear stories every day like "Boy did I learn my lesson! Our resort was nothing like we expected and it totally ruined our vacation!" Seeking the advice of someone you know and trust can help ensure your expectations are met or exceeded and disasters avoided or at least handled by someone who cares.

Finally, we recognize that in the end it all comes down to pricing if we are going to compete against online retailers. Certainly there are no secrets about pricing in today's online environment. If Springdale Travel is going to be relevant, we must be price competitive. We accomplish this via the American Express Representative Organization and our relationships with various suppliers. Fortunately for Springdale Travel and our customers, the American Express Representative Network combines the purchasing power of all of its members to meet and even exceed the offerings of other retailers around the world. In fact, Springdale Travel was just awarded the American Express Representative Excellence Award for the fifth consecutive year. This annual award recognizes the top 25 performing Representative offices in North America.

In summary, Springdale Travel's cruise, air and tour sales continue to grow year after year because our customers recognize that we add value, are price competitive and provide a local relationship. Springdale Travel was established in 1978 and is one of only a few local companies to have received the Mobile Press Register's Reader's Choice Award every year since its inception. Our customers know that we stand behind our service, and they value the personal relationship that they are able to build with their consultant. We hope that you will come visit us in our new office or online at <http://www.springdaletravel.com> and experience why we are thriving in a world of fierce online competition.

**Happy Travels,
Bob and The Springdale Team**

Alabama Crimson Tide versus Penn State



Springdale Travel will be hosting a charter trip to the Alabama/Penn State game on September 9 – 11, 2011. Join us at Happy Valley to see the Crimson Tide of Alabama take on the Nittany Lions of Penn State. This is the Crimson Tide's first trip to Penn State since 1989 when Bama won 17-16 over the Lions! ROLL TIDE!!!

Travel options include:

- 2 nights air-inclusive
- 2 nights land-only

Commercial air has already increased beyond the price of this entire package so why not travel in style on a private charter full of your fellow Tide Fans!

Click on the link [here](#) to register or contact Debra Smith at 251-414-4663 or debra@springdaletravel.com

ROLL TIDE ROLL!!!!

American Express Cardholders, Pay with Points for Travel



PAY WITH POINTS

Redeem points for travel wherever, whenever and however you want.

- Use Membership Rewards Pay with Points to book travel on any airline, anytime with no blackout dates or seat restrictions.
- Use points to book hotels, cruises, and vacation packages, too.
- Don't wait to redeem points. You can redeem as little as 5,000 points and have the flexibility to pay for all or part of your trip.
- While redeeming Membership Rewards points, you can still earn points with your frequent flyer programs.

Terms & Conditions: All Card accounts must be in good standing. Eligible enrolled Card account you designate will be charged. Points will be debited from your program account, and a credit will be issued to your Card account for the corresponding dollar amount. If points redeemed do not cover the full charge, the balance will remain charged to the designated Card account. Minimum redemption of 5,000 points. Permitted returns of items purchased with points that cause a credit on your Card account will result in a point deduction on your program account. These points can be retrieved by calling the Membership Rewards program. Terms and Conditions of the program apply. [Visitmembershprewards.com/terms](http://visitmembershprewards.com/terms) for more information.

The Springdale Traveler will always provide you with the latest news, specials and Springdale Travel exclusive vacation packages. It's your go to spot for the latest and greatest in the world of travel! Visit www.springdaletravel.com or call 251-476-5095 for more information.



The Travel Industry Honors Our Military



Did you know that many cruise lines offer significant discounts or special amenities to active, retired and honorable discharged military personnel?

You should always let your agent know if you are a member of our armed forces. You may be able to receive a lower rate or added on board credit!

For example, Princess Cruises offers on board credit for cabins occupied by military men or women on almost every sailing of their ships. Carnival Cruise Lines, Royal Caribbean International, Holland America Line and more offer special rates to military families when booking their cruise.

You will need to provide a military ID or your DD214 for verification but always be sure to let us know. You deserve some extra perks when you do finally get to relax!

Carnival Says Farewell to the Port City



You have probably heard that Carnival has decided to depart from the Port City once and for all, or at least for the foreseeable future.

We were just as shocked as the rest of the city, but we have to look at the positive.

This now means that you might finally be able to plan that family reunion to someplace other than Cozumel, which you've seen a million times. It means that we Mobilians might start to give some of the other cruise lines a chance, like Royal Caribbean and Norwegian Cruise Line. Finally, it means that maybe, just maybe, we have potential to get a bigger, better ship in to our thriving port that will visit new places and experience new things!

Check out our website or call your agent for some of the amazing cruising choices available out of our nearby sister city, New Orleans.

Register for Memories Instead of Linens!



Have you or someone you know recently gotten engaged? If so, the Springdale Travel Honeymoon Registry is for you!

You have probably heard about a honeymoon registry before. However, the beauty of Springdale Travel's Honeymoon Registry is that you have the convenience of a honeymoon registry, but the ease and comfort of booking with a local agent.

Our Honeymoon Registry allows for your wedding guests to apply monetary gifts toward your honeymoon. You could potentially have your entire honeymoon paid for, or better yet, if you receive enough gifts, Springdale will write you a check for any overage that you can take with you to spend on the trip!

This is a MUST for all brides and grooms and makes your honeymoon dreams affordable for anyone.

Runnin' With the Jags!



Travel with the University of South Alabama Jaguars to their four away games during the 2011 season.

All packages include:

- 2-nights at a 4-star property
- Breakfast each morning
- Game day transfers
- Game Ticket
- Luggage Tags
- On-site Hospitality Desk
- Baggage Handling at the Hotel
- Hotel Taxes
- Gratuities

- North Carolina State
 - September 17
 - From \$510 per person
- Kent State
 - September 24
 - From \$380 per person
- Texas San-Antonio
 - October 8
 - From \$410 per person
- Georgia State
 - October 22
 - From \$220 per person

Check www.springdaletravel.com/JAGS/ often to stay on top of the latest information.



Top Tips for Packing Smarter



We all know that as airlines continue to charge higher fees for excess baggage, we have to be smarter about how we pack. Here are five easy tips to save some money at the check in counter and some troubles later on!

1. Pack coordinating colors and basic pieces.
2. Coordinate all of your outfits to reduce the number of shoes needed to match.
3. Use accessories to take one outfit from day to night.
4. When traveling with a friend or family member, be sure to split your luggage between your suitcases. This will prevent one of you from having no clothes at all if only one of your cases is lost.
5. Roll the items in your suitcase. You can fit in more items and they get less wrinkled.

Interested in more top travel tips? LIKE our Facebook page [here](#) for the regular updates on how to travel smarter.

Drake and Linda Smith visit the Great Wall of China!



Drake and Linda Smith of Mobile recently visited the Great Wall of China during a month long voyage on the SS Voyager, a Regent Seven Seas vessel. Mr. Smith shared some of his experiences with us upon his return.

"I want to share a life changing travel experience that my wife & I booked with Springdale Travel. We want to mention the best travel agent ever, Ann Meredith, who handled this trip from A to Z, and many other trips, always with the utmost perfection.

Our trip was with Regent Cruise Line, was 28 days, started in Sydney, Australia and ended in Beijing, China. This trip was like being on a magic carpet ride. Everything went off without a hitch. Sydney; Brisbane; Townsville; Caines; Thursday Island; Darwin; then on to Bali, Indonesia; Manila, Philippines; Taipei, Taiwan; Soul, South Korea; then to Beijing, China for 5 days. Some of the most memorable places were the Great Barrier Reef, Bali Temples, and China. The Best overall was The Great Wall. You have to climb for the best view and we did! Terracotta Army in Xian! What an exciting work of art! Tiananmen Square is so huge. Forbidden City is like the Chinese box puzzle; a box in a box in a box in a box. I could go on and on but I want to get ready for my next trip with Springdale Travel."

Can Your Organization Cruise for a Cause?



Did you know that you could take a cruise and turn it into a fundraiser?

Most cruise lines have a program in place where they will match any fundraising efforts done by an organization that is cruising together. For example, with Carnival, you would add just \$5 per person per day to the cost of the cruise and the cruise line would match that, giving your organization \$50 for each person cruising on a 5-night cruise.

There is a bit more to it than that but that's the basic idea!

We can also set up meeting and event space on board so you can turn your annual fundraising event or conference into something much more fun and exciting for everyone!

Call Springdale Travel and speak with a Personal Group Planner for more information.

Springdale Travel's 2011 Charity – The Child Advocacy Center



Each year Springdale Travel chooses a local charity to sponsor. This year's charity is the Child Advocacy Center. For April, we decided to collect items that are on the organization's wish list including toys, games and travel sized shampoo, toothpaste, soap, lotion, and more. With a company full of avid travelers who all bring home their unopened hotel toiletries; I'm sure you can imagine that just raiding our closets at home turned in some amazing finds for the organization! We turned in two heaping boxes of goodies to Elaine Henderson of the Child Advocacy Center on May 5.

We will be continuing in our efforts throughout the year, raising money and goods for the organization. So if you would like to participate or donate in some way, please contact Maggie Hudson at 251-414-4617.



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The Amazing Allure of the Seas



Springdale Travel agents Stacy Murphy and Rebecca Lytle had the opportunity last fall to cruise on one of the largest cruise ships at sea, Royal Caribbean's new Allure of the Seas, and they have not stopped talking about it since!

Stacy and Becca say, "This ship has something for everyone: a great kids area complete with a pool & sprayers; the zip line, flow rider & rock wall for the adventurous type; 11 bars for those looking for an exciting 'nightlife' any time of day or night; and Broadway style shows & an award winning spa for those more interested in just relaxing. Not to mention the great food and shopping that always are expected when sailing on a Royal Caribbean ship."

I think their favorite things were the daily parades featuring the casts of Madagascar, Kung Fu Panda & How to Train Your Dragon, oh and of course meeting Adam Sandler while on board doesn't hurt either.

Pictured above: Agents Stacy and Rebecca with Adam Sandler on board the Allure of the Seas

Cruise in Style on the Norwegian Spirit



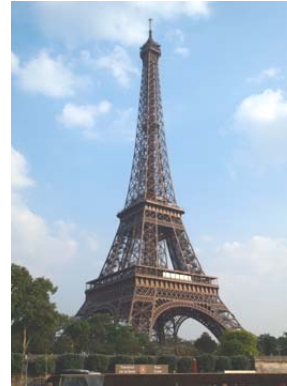
In April 2011, a bus load of Springdale Travel agents made the trip over to New Orleans to tour the Norwegian Cruise Line ship, the Spirit. This ship will spend the year there and will feature 7-day itineraries stopping in great ports of call like Costa Maya, Roatan, Belize and Cozumel.

The agents toured the public spaces like bars, pools and fitness areas as well as the various staterooms on board. They even enjoyed a delicious meal in the beautiful dining room; we have to taste-test the food of course!

Call your Springdale Travel agent for more information on this beautiful ship from our sister port.

Pictured Above: Springdale Travel agent Linda Bennett at the helm. Apparently the tour of the ship got into her blood and the call of the sea was too great to ignore!

David Reed named American Express Pacesetter



American Express Travel named David Reed, of Springdale Travel, a Pacesetter for 2010. This award is given to just 24 of the top agents nationally from the American Express Representative Agency Network.

The Pacesetter Award, now in its 37th year, is one of the longest running recognition programs in the travel industry. It recognizes agents who are among the top performers contributing to success in 2010.

In recognition of this award, David just returned from Paris in late April where he attended an awards ceremony and conference hosted by American Express. He was able to take some time out of his learning to see the sites, like the Eiffel Tower, pictured above.

Congratulations David!

Calagaz Photo's Girls' Night Out was a BLAST!



On April 12, 2011 Springdale Travel partnered with Calagaz Photo and a number of other local businesses to help raise over \$4000 and countless supplies for Camp Rap-A-Hope. This fantastic night of generosity was an annual event held by Calagaz Photo and Digital Imaging called Girls' Night Out.

Over 200 ladies attended, enjoyed hor' d'oeuvres and wine courtesy of Taste Wine Bar and Naman's Catering and donated needed items for the camp. They also bid on and raffled for thousands of dollars worth of donated items. It was an amazing night with great results!

Pictured above, left to right: Springdale Travel Cruise Agent, Mendy Tanner; Springdale Travel Marketing Director, Maggie Hudson; Springdale Travel Cruise Agent, Jamie Sims; Director of Camp Rap-A-Hope, Melissa McNichol; and Calagaz Photo's Pauline Calagaz McKean and Leo Calagaz