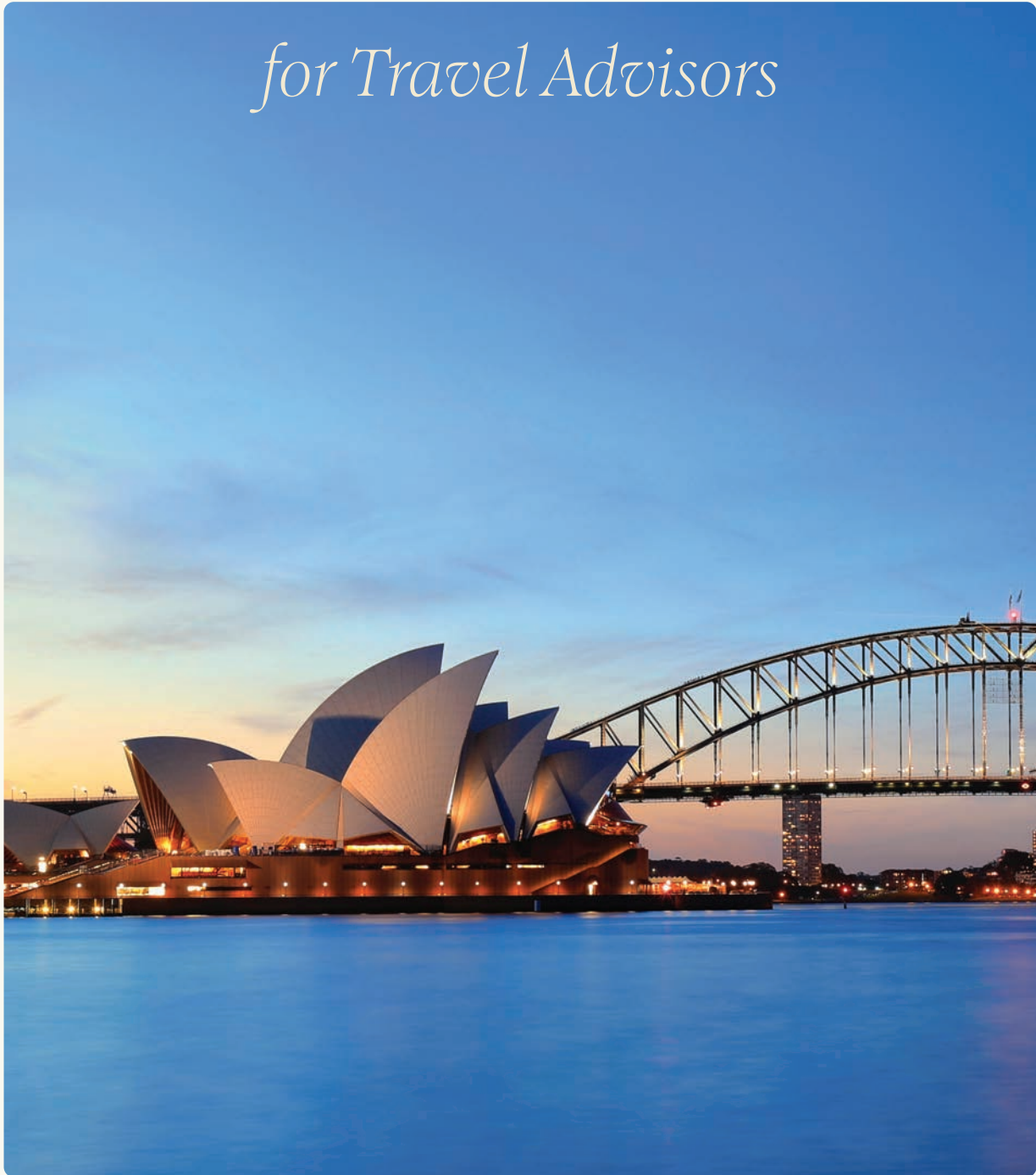


goway

Insider's Guide

for Travel Advisors



Plan a Tailor-Made Trip to over 115 Countries on All 7 Continents:

Africa, Arctic & Antarctica, Asia, Australia & New Zealand, Central America, Europe, Indian Ocean,
Middle East, South America, South Pacific, US & Canada

Your Partner in Tailor-Made Travel

Our Story

From its inception, Goway has been fuelled by a passion for travel. In 1970, Bruce Hodge moved from Australia to Canada and founded Goway out of his apartment in Toronto. Over 50 years later, Goway is one of North America's leading travel companies and the foremost provider of travel experiences to Australia, New Zealand, and the South Pacific.

We offer trips to over 115 countries worldwide. We're a family-owned company still owned and operated by Bruce Hodge, which employs over 650 team members around the world. Our headquarters is in Toronto and we also have offices in Vancouver, Los Angeles, Sydney, and Manila. We are experts in tailor-made travel experiences for world travellers and provide wholesale travel services to professional travel advisors. As well, we have dedicated groups, air, and corporate divisions.



The Goway Difference

Leaders in Tailor-Made Travel

Goway specializes in creating tailor-made trips to suit the exact needs and budgets of world travellers. We also offer a range of escorted journeys and can customize trips for groups of 10 or more people. We have access to the best airfares and offer exclusive travel itineraries with 4- and 5-star accommodation and a focus on private-guided touring.

Dedicated Experts

Our Destination Specialists are authentic experts, having lived, worked, or travelled extensively through the destinations we sell. Enjoy dedicated support from start to finish, including expert planning, pre-travel check-ins, and 24/7 in-destination client service via SMS and WhatsApp.

Your Award-Winning Travel Partner

Goway is one of the most respected names in the travel industry.



Why Work with Goway?

The 3 E's



Expertise

We are true experts in travel and your own Destination Specialist will see through the entire booking from start to finish.



Experience

We have been in business since 1970 and have seen and done it all. We're also fully bonded with USTOA.



Ease

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

Expert Resources

Worldwide Travel Products

Our main website offers information on over 1,000 suggested trips to over 115 countries worldwide, with endless opportunities to customize an itinerary to your client's needs.

Education

We provide opportunities to level up your training with the GowayPro Travel Academy, as well as travel stories, webinars, and customizable marketing tools on our dedicated website for travel professionals, GowayPro.

24/7 Customer Support

If your clients encounter an emergency, our team and partners on the ground are ready to assist them 24/7/365.

3-Way Zoom Call

Need help closing the sale? We can arrange a 3-Way Zoom call with you and your client to help answer the trickiest questions and close the sale. Our 3-Way Zoom Calls are so helpful, they close the sale 90% of the time.

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 most authentic experiences.



Educated. They are smart and want to learn more wherever they go.



Explorers. They seek out the unknown.



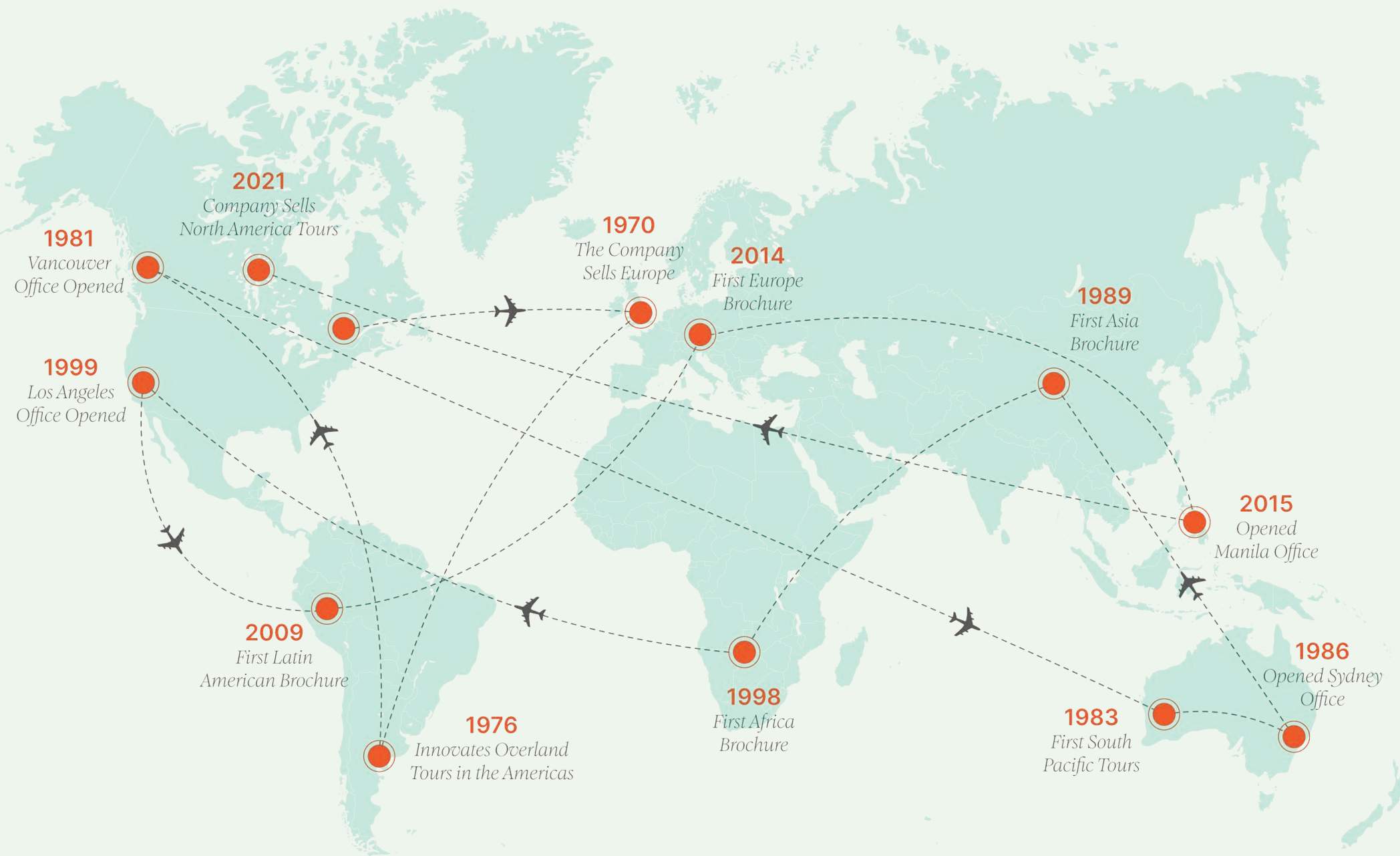
Trendsetters. They travel to the hottest long-haul destinations.



Undaunted. They won't stop seeing the world, despite whatever world events or political upheavals occur.

The Goway Journey

From humble beginnings, Goway has grown over the years to become one of the most respected travel companies in North America.



1970

Bruce Hodge, a young Australian economist moves to Canada to follow his ambitions. He dreams of building a business from the ground up and so he taps into his passion for travel and starts a travel company in his small apartment in Toronto. The business is Goway, which begins its journey selling trips to Europe.

1970s

Bruce works evenings in a peanut butter factory to make cash flow and grows the company to promote European Camping Tours for 18 to 30-somethings, Adventures in Australia, and Overland Expeditions across Asia and Africa. By late in the decade, Goway has become a pioneer operator of overland camping tours across the Americas, providing "Young Adult Adventures."

1980s

Goway grows its operations by opening an office in Vancouver in 1981. While it winds down its South America operations, Goway grows its market in the South Pacific, becoming one of North America's leading travel providers to the region. It operates its first fully escorted tour of Fiji, Australia, and New Zealand, trademarks the upside-down Downunder logo, and opens an in-bound office in Sydney, Australia in 1986. Goway also creates the GroupsOnly division, which becomes one of North America's largest dedicated groups departments.

1990s

Goway expands its business to include trips to Africa and the world's most idyllic islands and creates Goway Air to provide air consolidation. Goway puts down its roots by investing in office property in Sydney and buying the company headquarters in Toronto. Goway goes digital with the launch of its first website. It caps off the decade by opening its US office in Los Angeles in 1999.

2000s

The 2000 Summer Olympics in Sydney help the world fall in love with Australia, and Goway leverages the attention to become the leading experts in all things Downunder. Unfortunately, 9/11 shakes up the travel world, but Goway survives the business downturn and moves into the publishing world with the first edition of Globetrotting Magazine. Near the end of the decade, as Goway expands its operations and makes its largest investment in technology to date, the Great Recession hits and travel is again impacted.

2010s

Goway continues to invest heavily in technology. An ebola crisis in West Africa drastically affects Goway's African business, but it pivots by redeploying its staff to develop a European product line, which eventually becomes Goway's largest division. In 2015, Goway opens an administration support office in Manila, which becomes a crucial part of Goway operations. In 2018, Bruce Hodge receives the W. H. Baxter Lifetime Achievement Award.

2020s

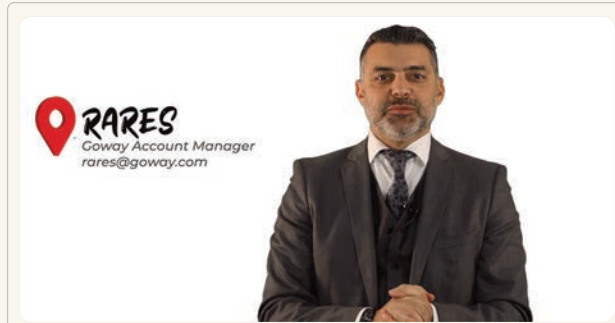
The COVID-19 pandemic brings world travel to a halt just on the cusp of Goway's 50th Anniversary. Goway responds to the travel shutdown by reimagining its product line, including the reintroduction of trips across the US and Canada, shores up its internal training and infrastructure, and comes out of the pandemic as a reinvigorated leader in travel. It uses the momentum of the travel boom to undertake an ambitious rebranding and marketing transformation.

2024

A new website, brand, and logo showcases Goway's commitment to redefining the way to go globetrotting.

Our Team of Specialists

We share the world because we love to travel. Our teams of Destination Specialists draw on their personal travel experiences and dedicated training in specific regions to craft unforgettable tailor-made travel experiences.



Account Managers

Located throughout North America, our Account Managers offer destination training, information session nights, local marketing assistance, expo participation, and help in growing your business. Meet the team on the back page.



Destination Specialists

Our Destination Specialists never stop learning. They undergo intensive training and are constantly upgrading their knowledge at conferences and through education programs.



Personal Experience

We have lived, worked, and travelled extensively through the regions we sell. Know that when you partner with a Destination Specialist, you partner with a true expert.

Testimonials

“Best Trip Ever!”

Yolanda at the Africa desk helped me put together a birthday celebration to South Africa for a single lady. Her knowledge and guidance made me look like a rock star. My client returned home raving, “This was my best trip ever!”

— Kathy Takushi

“Amazing Service and So Reliable!”

I am a travel agent and I worked with Luis to create an itinerary for a client to Iceland. Luis was knowledgeable, easy to reach, and helped me create a trip to fit my client’s bucket list dream. Thanks!”

— L. Lane

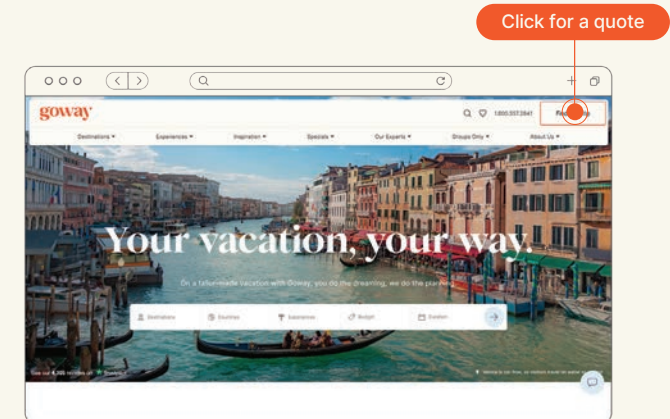
Professional Tools

Goway.com

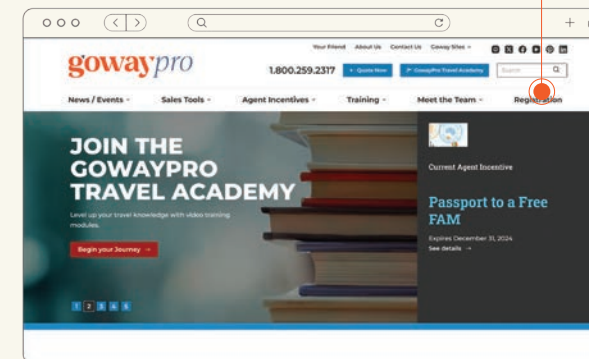
“Your Travel Search Engine”

Goway.com is the best tool to help you sell trips and learn about the world. In addition to trip information, special offers, and destination info, the landing page also features a Trip Quote Finder. Select “Destinations,” “Countries,” “Experiences,” “Budget,” and “Length” and click “Find My Trip!” to get quick quotes for your clients.

Prices update every 24 hours.



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

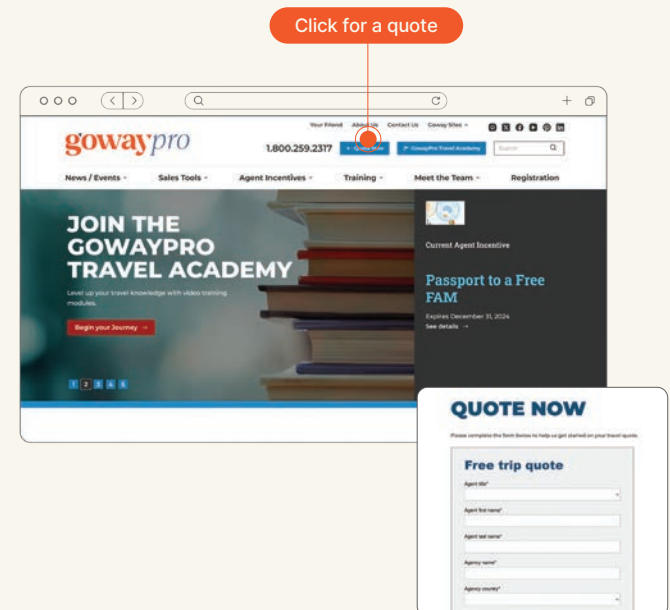


GowayPro.com

GowayPro.com is our professional portal to help travel professionals market, sell, learn, and get rewarded. GowayPro.com will help you close the sale—no login or password required.

Getting a Quote

The best way to get a quick and easy quote is to head to GowayPro, click on the “Quote Now!” button at the top, and fill out the quote form. If you want to learn more about the Destination Specialist you’ll be working with, visit our “Meet the Team” page.



Ready to Get a Quote Now?

Scan Here →



How We Can Help

We're on a mission to make your life easier and help you grow your business.



Qualifying Questions for Clients

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 their answers on to your Destination Specialist to make the journey faster and easier.

1. How many people are travelling?
2. What is the budget?
3. When do they want to travel?
4. Where do they want to travel?
5. Should we include airfare? If so, what level of service: Economy, Premium Economy, Business, First Class?
6. Level of accommodation? (3-Star/Moderate, 4-Star/Premium, 5-star/Deluxe)
7. Are there any other travel services required? (e.g. airport transfers, day tours/excursions, intra-country/intra-destination flights, tickets/passes, etc.)
8. Have they expressed any specific interest for this trip? (e.g. history, food, shopping)

Once we have that info, you can leave the rest to us. We'll educate you and your client on the destination and help you close the sale.



Ready to Get a Quote Now?

Scan Here →



What's In It For You?

As one of our trusted travel partners, you're eligible to join GowayPro and take advantage of exclusive rewards.

GowayPro Loyalty Program

Earn cash for every sale you make, including FIT and groups. You can then redeem that cash on an electronic GowayPro Visa Rewards Card. You can also upgrade your membership status and earn even more cash on every trip you book. Visit GowayPro.com for more details.



Loyalty Status Level	Gross Sales	Percentage (%) of Net Booking Value
Platinum	>\$500,000	1.00%
Gold	\$300,001 - \$500,000	0.75%
Silver	\$100,001 - \$300,000	0.50%
Bronze	\$0 - \$100,000	0.25%

GowayPro Passport to a Free FAM

Travelling for free is as easy as 1-2-3!

1. Book a trip to one of Goway's destination regions to earn a stamp for that region. Goway's destination regions are: Africa & Middle East; Asia; Australia & South Pacific; Central & South America; Europe; US & Canada.
2. Earn 5 different destination stamps in a calendar year.
3. Claim your free FAM trip.*

Learn more on GowayPro.

*Terms and Conditions apply.



Join the GowayPro Travel Academy

- ✓ 58 countries and counting
- ✓ Over 2,200 courses completed by over 2,500 registered agents

Level up your travel knowledge with the GowayPro Travel Academy.

Join Professor Goway Don Forster for a fun and inspirational trip around the world. Through educational video modules, you'll learn the highlights of and selling tips for over 115 countries on all seven continents. Pick up expert tips and tricks about how to create the best customized itineraries for your clients. Climb the ladder of learning, master the ins and outs of travel, and become an expert in a country, a region, or continent.

The GowayPro Travel Academy features over 258 modules on 58 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.



Member Benefits

- ✓ Certification as a Travel Expert
- ✓ \$\$ on Your GowayPro Rewards Card
- ✓ Discounted Personal Travel Rates

How to Register

Click on "Begin Your Journey" on GowayPro.com to land on the information page. Click "Enroll Now" and fill out the form to register. Then leave it to Professor Goway to get in touch.

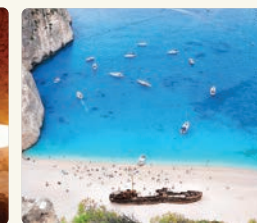
What We Do

Goway offers over 1,000 sample itineraries to over 115 countries on all 7 continents. Our trips are customizable, and no other travel company offers as many travel styles and ways to travel. Visit Goway.com to learn more.

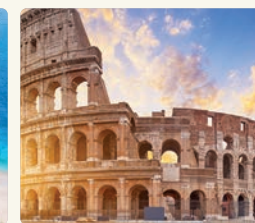
Travel Styles



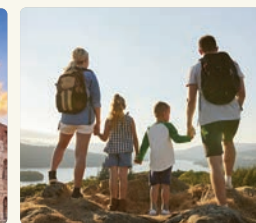
Active & Adventure



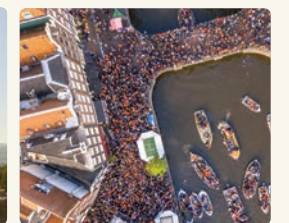
Beach



Classic



Family



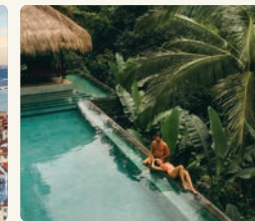
Festivals & Special Events



Food & Drink



Long Stay



Luxury



Most Popular



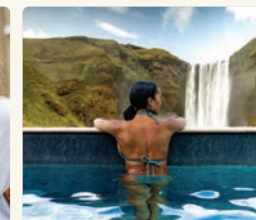
Multi Country



Safari & Wildlife



Solo & Women Travel



Wellness

Ways to Travel: Cruise | Escorted Touring | Independent/Tailor-Made | Private Experiences | Rail Vacations | Road Trips | Vacation Packages with Air

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 travellers and the largest corporate groups. fares@goway.com



Where We Go

Travellers can explore the whole world with Goway. With over 115 countries on all seven continents, there are few limits to what a tailor-made trip can be. Goway are the experts in both FIT and group travel, so we have the expertise to help your clients explore the world, however they want to travel.

Destinations Include

Africa | Arctic & Antarctica | Asia | Australia & New Zealand | Central America | Europe
 Indian Ocean | Middle East | South America | South Pacific | US & Canada

Goway GroupsOnly

We make booking groups easy!

Goway GroupsOnly is a dedicated team creating tailor-made trips for groups of 10 or more travellers. Servicing all budget levels and interests, GroupsOnly will customize an itinerary to your group's needs, securing the best value and unforgettable experiences along the way.

With over 50 years of group travel planning experience, we have the connections and the expertise to plan a trip that's right for your group.

5 Reasons to Book with Goway GroupsOnly

- 01 We're one of the largest dedicated group travel teams in North America.
- 02 We can book group trips to 115 countries on all 7 continents.
- 03 We're low risk, requiring only \$1,000 deposit for the entire group, regardless of size.*
- 04 We offer 1 redo, so that if your group cancels, the deposit is held for up to 1 year to be transferred to a new future group booking.
- 05 Our expertise will save you time and maximize your profits.

**Not including air & 3rd party deposits, if required*

What Can a Group Be?

There is no limit to what a group can be with Goway GroupsOnly. Anyone travelling together with common interests can form a group. These interests include, but are not limited to:

Agriculture | Art | Cycling | Diving | Faith | Food | Golf Heritage | Hiking | History | Photography | Wellness | Wine

Exclusive Group Planning Support

We have your back when planning a group vacation and will work with you to create the perfect itinerary for your individual group. We also offer exclusive support tools, including:

- For every group that travels, Goway offers \$15 per person to assist with marketing initiatives
- Complimentary marketing coaching session on speculative groups
- How to Book Groups video
- Groups Marketing Toolkit packed with best practices for marketing and expert tips and tricks
- Groups Management Tool to help organize your clients as they book
- 24/7/365 support from our Customer Experience team while travelling

10 Unforgettable Small Group Journeys Odysseys by Goway



East Africa Odyssey From USD \$8,049 From CAD \$11,799

FIRST-CLASS | SMALL GROUP: Embark on an extraordinary journey through some of East Africa's most popular national parks on this Goway exclusive small group safari. Get ready to witness breathtaking vistas and incredible wildlife as you explore Kenya and Tanzania and witness nature at its finest.



Tanzania Odyssey From USD \$3,489 From CAD \$4,599

FIRST-CLASS | SMALL GROUP: Explore the most famous game parks of Tanzania on this exclusive small group journey. Search for elephants, lions, and migrating wildebeest on intimate game drives in the Serengeti, Ngorongoro Crater, and Lake Manyara and rest in premium game lodges each night.



Kenya Odyssey From USD \$3,732 From CAD \$5,043

FIRST-CLASS | SMALL GROUP: Explore some of the best safari game parks in Africa and stay in beautiful luxury safari camps each night. From Nairobi, connect to Samburu, Ol Pejeta, Lake Nakuru, and Masai Mara to head on game drives to search for the Big Five, visit Masai villages, and learn about animal conservation.



Ghana Odyssey From USD \$3,699 From CAD \$4,999

FIRST-CLASS | SMALL GROUP: Embark on this captivating 9-day Ghana vacation, beginning in Accra, the heart and capital of Ghana. Discover the resilient spirit and enjoy the warm hospitality of the Ghanaian people as you immerse yourself in the history of Cape Coast, Elmina, Assin Manso, Donkor Nsuo, and the Nkynkyim Museum.



Egypt Odyssey From USD \$2,717 From CAD \$3,220

FIRST-CLASS | SMALL GROUP: Enjoy an exceptional introduction to Ancient Egypt on this exclusive small group journey. From Cairo, you'll explore the Great Pyramid of Giza, cruise along the Nile from Luxor to Aswan, and enjoy intimate tours and fascinating cultural experiences throughout your entire journey.



Southern Africa Odyssey From USD \$4,279 From CAD \$5,689

FIRST-CLASS | SMALL GROUP: Embark on a soul-stirring journey through Southern Africa. Connecting from Cape Town's cosmopolitan charm to Makalali's wild majesty to the awe-inspiring Victoria Falls, this elevated small group journey promises an unforgettable immersion into Southern Africa's diverse landscapes and captivating wonders.



Japan Cherry Blossom Odyssey Price on Request

FIRST-CLASS | SMALL GROUP: Travel to Japan during the famous cherry blossom season to enjoy special blossom viewing experiences offered only by Goway. This one-of-a-kind trip takes you to Tokyo, Takayama, Kanazawa, and Kyoto to experience Japanese cultural traditions, explore temples and shrines, and enjoy the country at its most beautiful.



Italy Odyssey From USD \$5,841 From CAD \$8,149

FIRST-CLASS | SMALL GROUP: Discover famous wonders and hidden gems on this unforgettable small group journey. Explore in the company of an expert guide as you venture to Rome, Apulia, the Amalfi Coast, and Naples to explore medieval villages, stroll through coastal gardens, and go deeper into the wonders of Italy.



New Zealand Odyssey From USD \$6,095 From CAD \$8,394

FIRST-CLASS | SMALL GROUP: Explore the natural wonders and cultural highlights of New Zealand on this exclusive small group journey with Goway. Go behind the scenes of famous landmarks and delve deeper into the welcoming culture of New Zealand in Auckland, Rotorua, Wellington, Christchurch, and the breathtaking fjord of Milford Sound.



Peru Odyssey From USD \$6,099 From CAD \$8,279

FIRST-CLASS | SMALL-GROUP: Embark on an unforgettable small group journey through the nature and history of Peru. Connecting from Lima to the Amazon, the Sacred Valley of the Incas, and Machu Picchu, you'll survey stunning vistas, feast on culinary delights, spot exotic wildlife, and learn about the fascinating history of this diverse nation.

Why Book Group Travel?

- ✓ You can travel for free
- ✓ Grow repeat business
- ✓ Increase your revenue
- ✓ Bring your community together

Why Your Clients Will Love Odysseys by Goway:

Stay Longer, Explore More | Small Groups for Close Connections | Elevated Travel Experiences | Guided by Globetrotters

*Prices are per person based on double occupancy and exchange rate at time of printing. Single supplement pricing available upon request.

Meet *the* Team

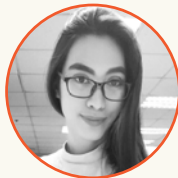
Sales Team



Renee Stanton-Defaria
Director of Sales
Ext. 5685
renee@goway.com



Joanne Bernardo
Inside Sales Coordinator
Ext. 3260
joanneb@goway.com



Melanie Macasie
Insider Sales Coordinator
Ext. 3293
melaniem@goway.com



Rares Dumitru
National Account Manager
Ext. 5440
rares@goway.com



Ian Smyth
National Account Manager
Ext. 5588
ian@goway.com



Evan Kranson
Ext. 5860
evank@goway.com



Jason Stratford
Ext. 6259
jason.stratford@goway.com



Cory Payton
Ext. 6650
coryp@goway.com



Steve Spurlock
Ext. 6560
steve.spurlock@goway.com



Don Forster
Trade Training Manager
Ext. 5147
don@goway.com



Jennifer Meffert
Senior Manager, Customer Experience
Ext. 5117
jennifer@goway.com



Dave Zolis
*Vice President,
Customer Experience*
Ext. 5907 | customerservice@goway.com

Contact Us

Goway Air
fares@goway.com

Groups Groups 10 or More:
groups@goway.com

Customer Service:
customerservice@goway.com

Accounting:
accounts@goway.com

GowayPro Loyalty Program:
rewards@goway.com

Visit our website

→ gowaypro.com

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