Group Travel: Expanding Your Product Line

How to package your magazine's story in a real-time adventure for your readers and extend your brand

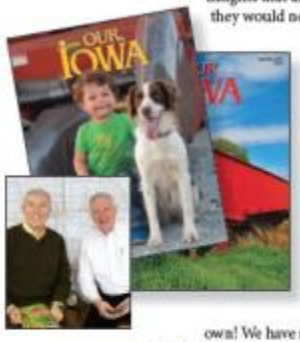
Our Roots: World Wide Country Tours

Part of Reiman Publications family, including such national magazines as *Country*, *Farm & Ranch Living*, *Taste of Home*, *Country Discoveries.*

Readers wanted to visit some of the interesting people they read about in their favorite magazines, so a travel division was born to allow them to do just that.

THE CTD DIFFERENCE...OUR PARTNERSHIPS

Holding true to our roots, Country Travel DISCOVERIES maintains a decidedly editorial approach to building our tours. You might say it's in our DNA, having evolved from the former World Wide Country Tours, part of the Reiman Publications family. We don't just seek out attractions and sights—we look for *stories*. Interaction with local experts, step-on guides, host families, and knowledgeable editors and writers drives us off the beaten path to uncover hard-to-find experiences and local insights that are a CTD hallmark. Travelers are enchanted to discover truly distinctive stops that they would not find on their own.



This year, we're delighted to offer unique new tours in partnership with no fewer than five great independent American publications created by people who are experts on where to find the hidden gems and back roads of their regions... and who love to share them! We're excited to introduce these fine magazines here!

A Partnership of Discovery: *Our Iowa*

In 2013, we were thrilled to reunite with Roy Reiman and former *Country* Editor Jerry Weibel, who had teamed up to launch *Our Iowa*—one of the finest magazines in the country. The magazine's approach is fun, upbeat, and "Iowan-to-Iowan"—with contributions from real readers and local writers statewide who want to "celebrate all that is great about living in Iowa." The result was a tour filled with authentic, interesting stops that had even travelers from Iowa telling us how they enjoyed experiencing sites they could never find own their own! We have since created a second, third and now *fourth* tour through different regions—each one selling out multiple departures! Every time, travelers are amazed by the unique stops, brilliant scenery, and warm welcomes they encounter. (*Pages 38-41*)

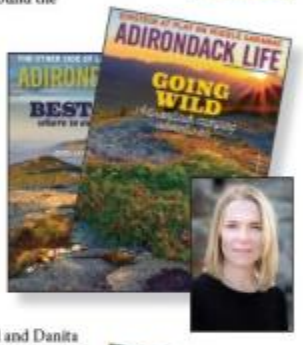
Partnership Brings Nebraska to Life

Building on this successful formula, we went on to craft a similarly unique Heartland discovery tour with the local experts of *Nebraska Life* Magazine, the leading statewide publication for the Cornhusker state. For years, Publisher Chris Amundson, Assistant Editor Alan Bartels, and their staff have traveled Nebraska's back roads in search of its fascinating people, vibrant communities, festive food, dynamic history, and intriguing cultures. This year, we're thrilled to launch our second collaboration, Western Nebraska Life (*Page 34*), bringing to light the hidden treasures of the state's western frontiers.

Celebrating "Our Own Backyard"

It was only natural that CTD was eager to team up with another new Reiman venture, *Our Wisconsin*, just as we had with *Our Iowa*. Veteran editor Mike Beno had worked with CTD President Steve Uelner back in their days at Reiman Publications. Already in just a couple of years, Mike and Publisher Roy Reiman have had made *Our Wisconsin* a highly respected publication, rapidly gaining over 100,000 paid subscribers. If we were putting together a tour of own home state, it had to be *special*. "Mike suggested many stops I'd never seen in my entire life as a Badger," says Steve. "It has been a thrill being 'a tourist in my own backyard' and discovering things I never knew existed in my own state." The result is a truly distinctive tour *(Page 36)* that locals and those from around the country will find pleasing and fascinating.

Friends of the "Forever Wild" Adirondacks



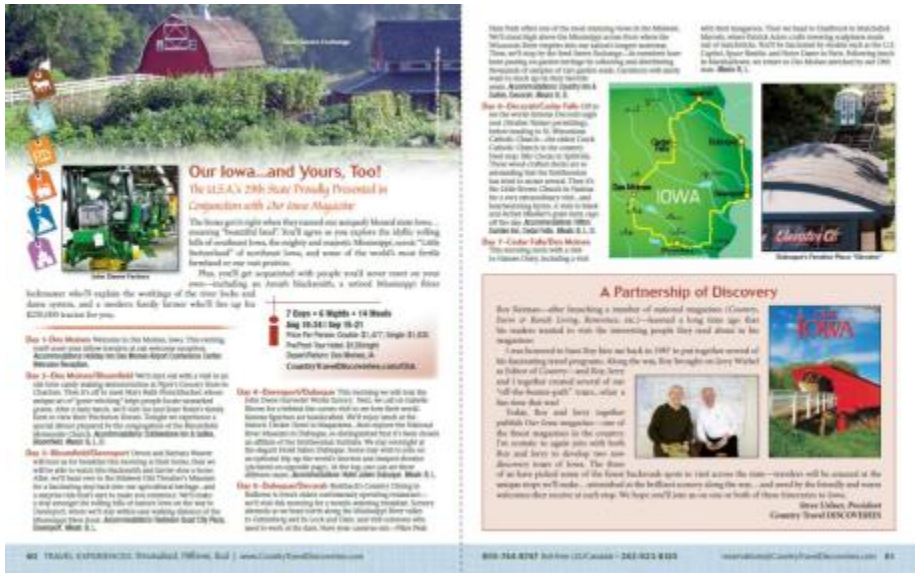
With six million acres featuring some 3,000 lakes, dozens of mountains and thousands of miles of waterways, New York's Adirondack Park offers more wild country than Yellowstone, Yosemite and Glacier National Parks combined. Since 1970, *Adirondack Life* has been dedicated to celebrating this extraordinary wilderness and the surrounding small towns with high-quality editorial and photographic features. It's doubtful whether anyone knows the hidden treasures of this region better—making the magazine and editor Annie Stoltie the ideal partners to help bring this great park to life for our travelers, as we're proud to do for the first time in 2017. (*Page 44*).

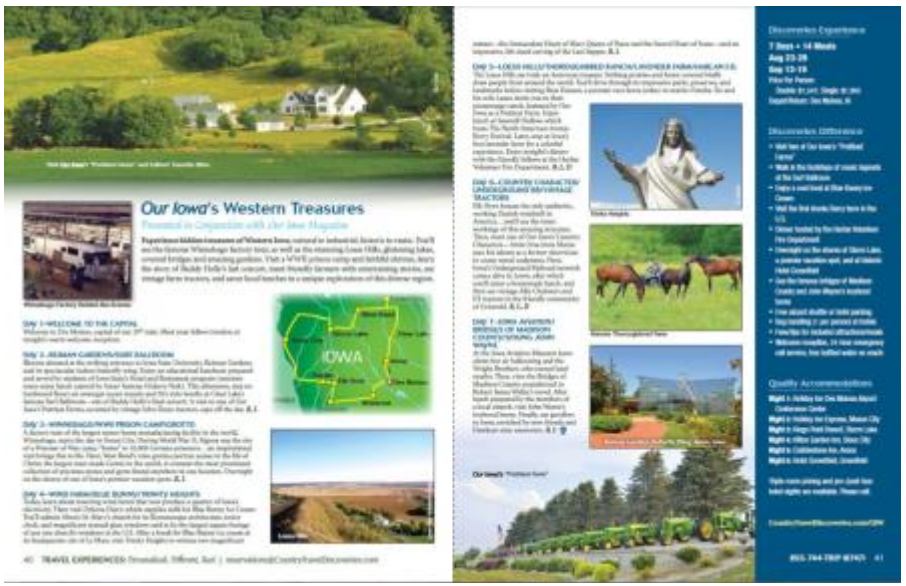
"Show Me" Partnership

In 2017, we're also honored to partner with *Missouri Life*, founded by Greg Wood and Danita Allen Wood to celebrate their home state's stunning scenery, fascinating people, rich past, and energetic present. Through its pages, readers discover charming small towns, big city secrets, terrific road trips, recipes from top chefs, talented artists and wonderful "made-in-Missouri" products. They have thrice earned the IRMA Magazine of the Year Award for their passion and expertise—which they've enthusiastically shared to help create our exciting new tour of the "Show Me" state. (*Page 32*)

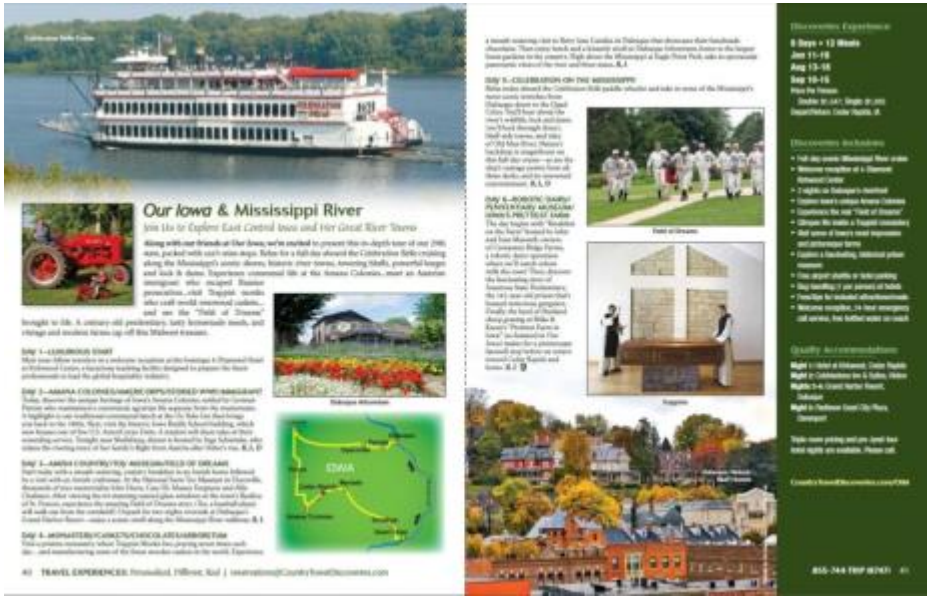
Upper Mississippi River

Media Partners featured in our current catalog include some familiar faces





Our Iowa Tour Offerings



Nebraska Life
Tour Offerings

Nebraska Life

Discover the Warmth, Bounty and Industry of the Cornhusker State

Discover hidden gems of Nebraska as we travel the Cornhusker state's charming back roads. Take a wagon ride at an elk and buffalo ranch, view three dukes high atop majestic Ponca State Park, learn about the state's role as one of the U.S. Strategic Command, savor scrumptious down-home meals, and walk along assembly lines manufacturing fire engines, pivot irrigation systems, and the finest bricks in the country. You'll get a taste of "Nebraska Life," too, as friendly locals welcome us to their Italian bakery, popcorn farm, micro brewery, walnut coop and more.

DAY 1—GATEWAY TO THE WEST

Meet your fellow travelers for a welcome reception here in "The Gateway to the West".

DAY 2—BAKING TRADITION/FIRE APPARATUS/JOHNNY CARSON

Today, see skilled bakers at work and be amazed as thousands of tinsel leaves pass before your eyes on conveyors at Runza's, a large family-owned bakery. You'll have a chance to sample some! Then in Sweden, visit Smeal Fire Apparatus, family-owned manufacturer of thousands of fire trucks and aerial ladders. This afternoon, Mayonez' Johnny" has memorabilia from Johnny Carson's life and career in his hometown of Norfolk. Also here, are one of only four remaining square nose tractors. Assigned to the "the toll" better than homes. Next, take an exclusive walk inside Nebraska Life magazine's headquarters to meet the editors and browse its unique Nebraska souvenirs. B, L

DAY 3—BARN BUILDERS/PONCA STATE PARK/ORGAN CONCERT

Start today at Sand Creek Post & Beam where modern barns are fabricated based on traditional styles. Next, meet Jim & Lisa Lenz at their family-run, no till grain operation. Lunch is at Ponca State Park on the banks of the Missouri River. At its famous Three State Overlook, you'll view Nebraska, South Dakota and Iowa. You'll pass the smallest city hall in the U.S. en route to Saint Helena, located on the Missouri River, for a stirring pipe organ concert and guided tour at Holy Family Catholic Church, which features a historical altar, pews and ornate stained glass windows made by a local family. Tonight you are hosted for a tasty local dinner in Hartington. B, L, D

Partnership Brings Nebraska to Life

For years, the folks at Nebraska Life magazine have traveled the back roads of the Cornhusker state in search of its fascinating people, vibrant communities, home food, dramatic history and intriguing cultures. We're honored to join up with Editor Chris Amundson and his staff to present this very special Discovery of our 37th state. Chris and his team have led us to amazing places that many Nebraskans tell us they didn't know existed. We're honored to share this brand new trip with you—you'll be in awe at the hidden gems we experience all week long!

DAY 4—ELK & BUFFALO/FOSSIL BEDS

At the picturesque Knesch family's Elk & Buffalo Ranch near scenic Niobrara River Valley, take a covered wagon ride through the ranch's pastures. A mid-west today is the chance to have lunch at the home of Monte and Sarah Hershberger, Amish farmers who live near Carnes. At Ashfall Fossil Beds (one of CNN's Top 10 Natural Wonders), marvel at an ancient waterhole where the complete, articulated skeletons of large mammals, birds, and turtles have lain locked in volcanic ash for 12 million years. B, L, D

DAY 5—PFIZER RANCH/ICE RACE/CHTOWN BREWERY/CHALK MINE

Today, the Pfizer family welcomes you to the ranch founded by Howard Pfizer, immortalized along with his stud, Two Eyed Jack, in the American Quarter Horse Association Hall of Fame. After an exciting calf roping demonstration (before), it's on to Scratchtown Brewing Company to learn from its brewmaster about its process for brewing delicious beers. Near North Loup, the Tangier family develops outstanding short season popcorn hybrids... you'll learn why this particular spot is perfect for growing popcorn. A more unusual side of the Great Plains is the Happy Jack Chalk Mine, one of only two underground diatomic mines in here mined in the United States. Later visit Star Tubbs, a Grand Island firefighter who has created a wearable firefighting shrine in St. Paul's former fire station. B, L

DAY 6—FILLMORE COUNTY COURTHOUSE/PIVOT IRRIGATION/CLAY SHEDS

Start the morning at Geneva's Fillmore County Courthouse, impressively restored to its 1899 Richardsonian Romanesque style. Outside of Exeter, visit a renowned manufacturer of the pivot irrigation systems that help crops stay nourished, and later see how Endicott Clay Products use local clay to make high quality bricks. A walk through the expansive grounds reveals the intricate process involved in brickmaking, including tunnel kiln firing. Enjoy a special dinner at the Homestead National Monument of America, featured on Nebraska's quarter. B, L, D

DAY 7—HEARTLAND NUTS/MAHONEY STATE PARK/WIR & SPACE MUSEUM

Black walnuts harvested at last the right time while still on the tree are the secret at Heartland Nuts in Valparaiso, where coop leader Larry Martin explains the process of producing this tasty fruit. After a lunch at scenic Mahoney State Park, visit the Strategic Air & Space Museum. You'll be awed by the array of aircraft that helped the Strategic Air Command preserve the peace during the Cold War. Afterward, you return home, impressed by the infrastructure and diversity of north nature of hills in the Cornhusker state. B, L, D

Note: Smeal Fire Apparatus, Brinker Manufacturing, and Endicott Clay Tiles are walking tours having 1–2 hour in plants that are not air conditioned.

Discoveries Experience

7 Days • 15 Meals
Jul 17–23
Sep 18–24
Price Per Person:
Double: $1,497; Single: $1,836
Depart/Return: Omaha, NE

Discoveries Difference

- Exclusive itinerary crafted with the editors of Nebraska Life Magazine (whom you'll meet)!
- Lunch in Ponca State Park, home-cooked Amish lunch, and dinner at Homestead National Monument of America
- Elk and Buffalo Ranch tour and ride
- Strategic Air and Space Museum
- Meet working farmers, bakers, brewers, craftspeople, cowboys, and industrial manufacturers
- Visit rare chalk mine, ancient fossil beds, Johnny Carson's home town
- Free airport shuttle or hotel parking
- Bag handling (1 per person) at hotels
- Fees/tips for included attractions/meals
- Welcome reception, 24-hour emergency call service, free bottled water on coach

Quality Accommodations

Night 1: Hyatt Place Old Market, Omaha
Night 2: Norfolk Lodge & Suites, Norfolk
Night 3: Cobblestone Inn & Suites, Hartington
Night 4: Holiday Inn Express, O'Neill
Night 5: Fairfield Inn & Suites, Grand Island
Night 6: Holiday Inn Express, Beatrice

Triple-room pricing and pre-/post-tour hotel nights are available. Please call.

CountryTravelDiscoveries.com/NEL

NEW

Western Nebraska Life

Discover the Warmth, Bounty and Industry of the Cornhusker State

Discover hidden gems of Nebraska's Western Panhandle. Walk in the footsteps of pioneers on the Oregon Trail and meet local artisans (vinegar maker, bootmaker, wine bottlers and herb farmers). Visit a lush national forest, discover ancient fossil beds, enjoy a Wild West dinner show, tour working cowboy and big game ranches, get a towering view above the world's largest railyard, learn about the life and legend of Crazy Horse through art and stories, and more.

DAY 1—WELCOME TO NORTH PLATTE

Start your adventure with a welcome reception in North Platte, the city where Western Nebraska truly begins (Or, catch the convenient, optional shuttle from Denver airport to our hotel for just $47.)

DAY 2—BUFFALO BILL RANCH/RAILROAD TOWER/SMALL CHURCH/GALLERY

Begin today at Buffalo Bill State Historical Park (aka "Scout's Rest Ranch"), where famed showman William Cody built the 18-room mansion he called home for years. Next, marvel at the world's largest railroad yard from your bird's-eye view atop the eight-story Golden Spike Tower. Over lunch at Ole's Big Game Steakhouse, learn about the café's unique décor. Afterwards, visit the Little Church at Keystone, and hear how this small community came together to build a house of worship serving two different faiths at the same time. In Ogallala, meet twins Howard and Harvey Kenfield, who spent 50 years making beautifully crafted cut-from-parched wood. B, L

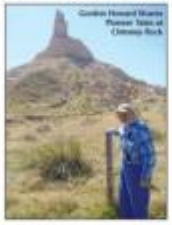
Option: Ogallala, Nebraska's "Cowboy Capital" (Daily Only):
The Crystal Palace Revue and Music Hall is Nebraska's longest running summer theater, a musical comedy family show where dance hall girls kick up their heels and then sing out. Enjoy a hearty pre-show dinner at Front Street Steakhouse. Also check out the adjacent Cowboy Museum, including a jail, barbershop, funeral parlor, and authentic cowboy and Native American artifacts. D Price: $67 per person.

DAY 3—KINGSLEY DAM/CATTLE RANCH LUNCH/D'RANCH WINERY

Start today with an exclusive, behind-the-scenes tour of the normally "off limits" Kingsley Dam, led by Central Nebraska Public Power's Nate Nielsen. Next, tour Hartborn Land & Cattle Company, a working ranch where cowpokes will serve up a specialty lunch; they prepare and ship marquite-smoked meats and homemade butter fudge across the nation. At D'Ranch in Lewellen, join Bruce and Ellen Burdick to tour their winery and top off the visit with a taste. Settle in for the next two nights in Scottsbluff, deep in the Nebraska Panhandle. B, L

DAY 4—CHIMNEY ROCK/GREENHOUSE/BUFFALO/FARM-TO-TABLE DINNER

Chimney Rock was the most visited landmark for those heading westward on the Oregon Trail. After taking in the state museum, meet Gordon Howard, who has lived in the shadows of the 120-foot spire for over 80 years. His stories about the pioneers' hardships while traveling through Western Nebraska will captivate and inspire you. You'll also visit Terri and Dan Wolff, whose organic greenhouse gardens offer up spices, dips, medicinal herbs, teas, coffees and pasta. At Hershey Buffalo Ranch, Rich Honeycutt relates what it takes to run a ranch raising grass-fed American bisons. Top off the day with a farm-to-table dinner at the Bar Haven. B, L, D



DAY 5—SCOTTS BLUFF/LEGACY OF THE PLAINS/FOSSIL BEDS/FORT ROBINSON

Rising 800 feet above the valley floor, Scotts Bluff National Monument is sometimes mistaken for a small mountain. Marvel at the views of the changing landscape along Nebraska's oldest concrete highway, a scenic route ending at a stunning overlook with views 20 miles in every direction. At the Legacy of the Plains Museum, learn the history of the valley and the development of High Plains agriculture. At Agate Fossil Beds National Monument, walk among fossils of ancient animals, and see artifacts of 21 Native American tribes with ties to the area. The day ends with a step-on tour of Fort Robinson, the surrender location of Lakota warrior Crazy Horse and home to African-American "Buffalo Soldiers" in the segregated military of the day. B, L

DAY 6—FUR TRADE/CRAZY HORSE/BOOT & VINEGAR MAKERS

Chadron has a rollicking frontier history involving hardy fur traders, cowboys, Indians, ranchers, scholars, and railroaders. Learn about life during more "rough and tumble" times at the Museum of the Fur Trade. Next, visit Flying Heart Ranch near Hay Springs, where scenic Inclave Crazy Horse witnessed his last vision quest, took his last vision quest, and was buried in 1877. Owner David Kadlecek shares stories that were handed down to him about this special land. In Cody, a town of fewer than 300 but home to amazing artisans, stop by Sandhills Boot Company to meet Kyle Bonfild, who sheds each country stars as Willie Nelson. Across the street, prize-winning vinegar maker George Johnson will offer up a tasting of his delicious product. Enjoy a special farewell dinner in Valentine—the "heart" of Nebraska. B, L, D

DAY 7—NEBRASKA NATIONAL FOREST/RETURN TO NORTH PLATTE

Begin the day at the Bessey Ranger District in the Nebraska National Forest. Covering 90,000+ acres, it's the largest hand-planted forest in the world. Head back to North Platte via the Sandhills Journey Scenic Byway, rated in the top 10 scenic routes in the U.S. and listed in "1000 Places to See Before You Die". Enjoy a luncheon with fellow travelers before heading home. B, L

Meet a Master Bootmaker

Famed Sites of the Oregon Trail

Ogallala's Cowboy Revue

Discoveries Experience

7 Days • 14 Meals
Jul 16–22
Sep 10–16
Price Per Person:
Double: $1,427; Single: $1,945
Depart/Return: North Platte, NE*

Optional shuttle to/from Denver Airport & North Platte for $47/person

Discoveries Inclusions

- Exclusive itinerary crafted with the editors of Nebraska Life Magazine
- Oregon Trail sites (Chimney Rock/Scotts Bluff)
- Lake McConaughy Dam Tour
- George Paul Vinegar Maker
- Agate Fossil Beds National Monument
- Nebraska National Forest
- See Buffalo Bill's mansion
- Visit working cattle, bison and beef farms
- Museum of the Fur Trade
- Visit the Golden Spike Tower overlooking the world's largest railyard
- Free airport shuttle or hotel parking
- Bag handling (1 per person) at hotels
- Fees/tips for included attractions/meals
- Welcome reception, 24-hour emergency call service, free bottled water on coach

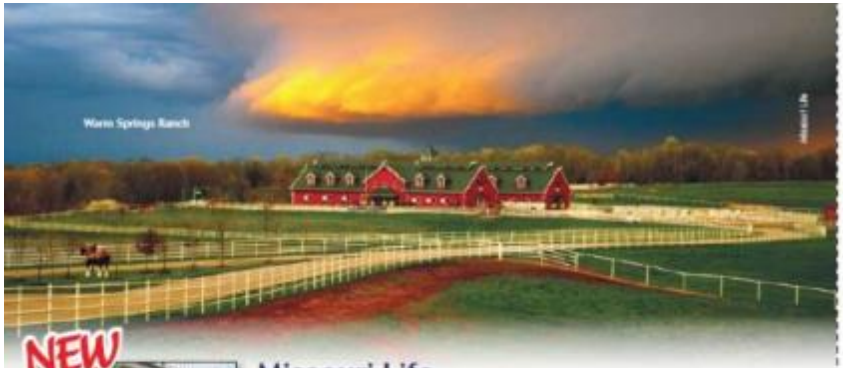
Quality Accommodations

Night 1: Quality Inn & Suites, North Platte
Night 2: Holiday Inn Express, Ogallala
Nights 3–4: Hampton Inn & Suites, Scottsbluff
Night 5: Best Western Wind Hills Inn, Chadron
Night 6: Montana Lodge, Valentine

Triple-room pricing and pre-/post-tour hotel nights are available. Please call.

CountryTravelDiscoveries.com/NNL

Missouri Life
Premier Offering



NEW

Missouri Life

Find the Spirit of Discovery in the Show Me State

From the Missouri River in the west to the Mississippi River in the east, you'll find so much excitement in this new discovery tour across northern Missouri, crafted in partnership with the experts at *Missouri Life* Magazine. Experience such scenic highlights as Thousand Hills State Park, historic river towns including Weston, St. Joseph, and of course Hannibal and the boyhood home of Mark Twain. Visit Iamesport, the largest Amish settlement west of the Mississippi; see stops commemorating native sons Walter Cronkite and Walt Disney; tour a productive vineyard, orchard and Clydesdale ranch, and much more.

DAY 1–WELCOME TO THE "SHOW ME STATE"
Meet your fellow travelers for a welcome reception here in the "Show Me State".

DAY 2–HARLEY TOUR/WESTON/STAINED GLASS/HISTORIC ST. JOSEPH
Today, get an inside look at the 358,000-square foot Harley Davidson Vehicle and Powertrain Operations Plant in Kansas City, and observe workers bringing the legendary bikes to life. Enjoy a slice of America's heritage in Weston, exploring this peaceful river town full of unique shops and eateries at your own pace. After lunch, visit a stained glass art studio in historic St. Joseph, where Rick and Terri Rader show off their craft and even help you build your own design to take home as a souvenir. Next, local historian Kathy Rene presents city highlights including the starting point of the Pony Express, the house where outlaw Jesse James was killed, and a memorial to news legend Walter Cronkite. *B*

DAY 3–QUILTING/IAMESPORT AMISH/WALT DISNEY BOYHOOD TOWN
Learn how a mom and her sewing machine transformed the town of Hamilton, creating hundreds of local jobs at Missouri Star Quilts. Go behind-the-scenes with employees hard at work putting the finishing touches on quilts sent in from across the country. Then, in Iamesport, explore the largest Amish settlement west of the Mississippi. Tour the Graber Farm to learn how this gracious Amish family lives, plus shop amongst local Amish at the town's country store. Afterwards, enjoy a traditional lunch prepared by local Mennonites. Next, visit Marceline, the town where young Walt Disney "found the magic", to explore the Disney Farm with Kaye Marlins, whose family was friends with Walt when she was a girl. The day ends with a group dinner and overnight in the railroad-themed town of La Plata. *B, L, D*

DAY 4–DEPOT TOUR/START-UP WINERY/STATE PARK/HISTORIC CHURCH
La Plata is located along the busy railroad line between Chicago and Los Angeles. Start today with an insider's tour of its historic railroad depot with caretakers Bob and Amy Cox; they share tales of 50s-era celebrities who passed through on the famed Santa Fe "Super Chief" and explain where the freight seen today is headed. Next, meet Tom Anderson, and learn why this California native decided to move to Missouri to start up the Silver Rails Vineyard. After lunch in a pavilion overlooking a lake, tour scenic Thousand Hills State Park, and perhaps take a short hike to see Native American petroglyphs. Later, visit a historic turn-of-the-20th century Catholic church in Adair—one of the country's few remaining wood-frame structures in the Romanesque Revival style. Enjoy dinner and free time in historic Hannibal on your own in the evening. *B, L*

DAY 5–MARK TWAIN'S HANNIBAL/MISSISSIPPI CRUISE/STARK BROTHERS
Hannibal is known as the boyhood home of Samuel Langhorne Clemens (a.k.a. Mark Twain) and as the setting of *The Adventures of Tom Sawyer* and *Adventures of Huckleberry Finn*. After a guided tour of Twain's Boyhood Home and Museum, freely explore or enjoy one of our options.

Option—Mark Twain Cave Take an easy, level 45-minute walk through the oldest operating show cave in Missouri, giving tours continuously since 1886. Mark Twain Cave, originally known as McDougal's Cave, played an important role in *The Adventures of Tom Sawyer*. It also reportedly served as a hideout for Jesse James. *Price: $10*

Option—The Life and Times of Mark Twain This one hour show features veteran actor Jim Waddell. Colorful tales from Twain's speeches and writings evoke 19th century life as America emerged from a rollicking frontier. *Price: $10 (Min. of 12 persons required to participate.)*

Later set sail on the Mighty Mississippi for an exclusive on-boat luncheon and 90-minute river cruise. In the afternoon, tour the 200 year old Stark Brothers fruit and nut orchard. The evening ends with a community cookout put on by locals in Mexico, MO. *B, L, D*

DAY 6–ZENITH AIRCRAFT/ CHURCHILL/CLYDESDALES/ MISSOURI LIFE
Start today touring Zenith Aircraft, a local designer, developer and manufacturer of experimental airplane kits, with CEO Sebastien Heintz. Then head to Fulton to visit a 1600s church rebuilt at Westminster College to commemorate Sir Winston Churchill, who made his famous "Iron Curtain" speech in the campus gym. Enjoy a beautiful mini-concert by the chapel's pipe organist! After lunch, spend the afternoon on Warm Springs Ranch—300-plus acres of lush, rolling hills and the breeding farm for the Budweiser Clydesdales. Learn how foals are selected for the famous team, and enjoy a free sample of Budweiser. This evening wraps up with a visit to the offices of *Missouri Life* Magazine and a farewell dinner hosted by Publisher Greg Wood and Editor-in-chief Danita Allen Wood. *B, L, D*

DAY 7–INDEPENDENCE OR ARROW ROCK/FAREWELL
May departure will enjoy a morning guided tour of Arrow Rock State Park on a bluff along the Missouri River. The "Williamsburg of the West" features shops filled with antiques, specialty gifts, and old-time crafts. October departure will tour historic Independence, hometown of President Harry S. Truman, which once served as the departure point for the California, Oregon, and Santa Fe Trails. Head home amazed by the sites and good people of the "Show Me State". *B*

Harley-Davidson Plant Tour

Mark Twain House & Museum

Pony Express

Amish Country Store

Discoveries Experience

7 Days • 13 Meals
May 14-20
Oct 8-14
Price Per Person:
Double: $1,547 Single: $1,895
Depart/Return: Kansas City, MO

Discoveries Inclusions

- Highlights of Hannibal
- Mark Twain Riverboat Luncheon on the Mississippi
- Harley Davidson motorcycle plant tour
- Iamesport Amish settlement and Mennonite lunch
- Visit ranch for the Budweiser Clydesdales
- See homes of Walt Disney and Walter Cronkite
- Zenith Aircraft Corp
- Westminster College visit
- Free airport shuttle or hotel parking
- Bag handling (1 per person) at hotels
- Fees/tips for included attractions/meals
- Welcome reception, 24-hour emergency call service, free bottled water on coach

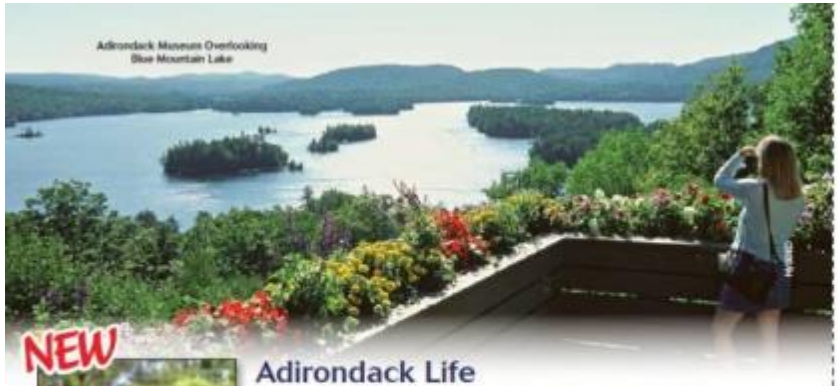
Quality Accommodations

Night 1: Courtyard K.C. Airport, Kansas City
Night 2: Drury Inn & Suites, St. Joseph
Night 3: Depot Inn & Suites, La Plata
Night 4: Best Western on the River, Hannibal
Night 5: Best Western Teal Lake Inn, Mexico
Night 6: Hotel Frederick, Boonville

Triple-room pricing and pre-/post-tour hotel nights are available. Please call.

CountryTravelDiscoveries.com/MOL

Adirondack Life
Premier Offering



NEW

Take an Expert-Led Birding Tour

Adirondack Life

Explore the High Peaks, Lakes and Wooded Wonderland of New York's North Country

As one of the largest nature preserves in the country, the Adirondacks' treasures are found in its mountains, lakes, streams and thousands of miles of trails that connect wilderness to civilization. Explore portions of this land designated as "Forever Wild," tour the 1932 and 1980 Olympic sites, see the rink made famous by the US Hockey team, discover a family business that makes one of a kind furniture, take a stroll with birding expert Joan Collins, learn about fly fishing, meet the staff experts at *Adirondack Life* magazine, and so much more.

DAY 1--GATEWAY TO THE ADIRONDACKS
Kick things off at this evening's warm welcome reception in Albany, capital of the Empire State and gateway to the Adirondacks.

DAY 2--MINNE-HA-HA CRUISE/CROWN POINT LIGHTHOUSE
Begin your adventure aboard the authentic steamboat *Minne-ha-ha*, cruising pristine Lake George. Heading north, the Crown Point Lighthouse serves as a monument to the exploration of Lake Champlain. After lunch, talented artisan Wayne Ignatuk welcomes you to his studio for crafting one-of-a-kind furniture and cabinetry pieces traditional to the Adirondacks. Unpack for the next three nights in lovely Lake Placid. *B, L*

DAY 3-- ADIRONDACK LIFE/ASGAARD FARM/SCENIC HIGHWAY/ FLY-FISHING
On this morning's exclusive visit to *Adirondack Life* Magazine HQ, meet the editors and learn from Niki Kourofsky, author of *Adirondack Outlaws, Bad Boys and Lawless Ladies*. See the region's only covered bridge, on the National Historic Registry, en route to Asgaard Farm & Dairy—the historic estate of famed artist, writer, adventurer and activist, Rockwell Kent. Tour the dairy with owners, David, Rhonda & Joanna, and enjoy tasty samples of their hand-made caramels and goat cheeses! This afternoon, enjoy stunning mountain vistas atop Whiteface, site of the 1980 Winter Olympic downhill races. The day ends at the Hungry Trout fly shop with a fly-fishing demonstration along the Ausable River and a tasty feast of trout with all the fixins. *B, L, D*

DAY 4-- OLYMPIC LEGENDS/LAKE PLACID
Relive the 1980 Olympics touring Lake Placid's Olympic venues this morning. See the rink where 20 American hockey players defeated the Soviet Union in a semi-final "Miracle on Ice" and went on to Olympic Gold! Look out from atop the ski jump as you learn about this courageous sport from one of the

couches. After lunch, enjoy free time in downtown Lake Placid—perhaps stroll around Mirror Lake or visit the many area specialty shops. *B, L*

DAY 5--BIRDING WALK/ADIRONDACK CAROUSEL/WILD CENTER
An early morning stroll through Bloomingdale Bog with birding expert Joan Collins reveals the secrets of the Gray Jays, large songbirds who are very curious creatures. If you're lucky, they'll eat right out of your hand. Next, ride the Adirondack carousel, a full-size carousel complete with hand-carved figures of animals indigenous to the area. Then, travel to Tupper Lake's astonishing, 81-acre Wild Center and Wild Walk, whose mission is to show that people and nature can thrive together in sustainable coexistence. Overnight in North River the next 2 evenings. *B, L*

DAY 6--PINE KNOT GREAT CAMP/RAQUETTE LAKE/ADIRONDACK MUSEUM
At Raquette Lake, board the *WW Durant* for a short sail to Long Point to tour of one of the original Great Camps of the Gilded Age, Pine Knot. These grand estates were designed to blend into their natural surroundings and offer a rustic yet luxurious retreat for New York City's elite. After a luncheon cruise aboard the *WW Durant*, continue to the Adirondack Museum in Blue Mountain Lake. Here, you'll learn more about the history of the region and its distinctive architecture. Tonight, delight in a farewell dinner with new friends at Garnet Hill Lodge, soak in a beautiful sunset and the fresh mountain air one last time. *B, L, D*

Experience the Fun and Excitement of Lake Placid's Famed Olympic Sites in Summer

DAY 7--GORE MOUNTAIN GONDOLA/CHOCOLATE TRUFFLES
Board the Gore Mountain gondolas this morning for a last, soaring overview of the Adirondacks. Next, Deb Morris, chocolatier and owner at Barkeater Chocolates, treats you to a mouthwatering truffle demonstration and tasting. You just might want to take home some home to share with friends and family, along with the dazzling photos and fond memories of your escape living the "Adirondack Life". *B, L*

Learn About Fly-Fishing Before a Fresh Trout Feast

Eagle's Nest at the Wild Center

Discoveries Experience

7 Days • 14 Meals
Jun 25–Jul 1
Sep 23-29
Price Per Person:
Double: $1,697; Single: $2,105
Depart/Return: Albany, NY

Discoveries Inclusions

- Visit Pine Knot, first of the Adirondacks Great Camps
- Breathtaking coastal drive along Lake Champlain
- Relive the "Miracle on Ice" at the Lake Placid Olympic Ice Rink
- Cruise Lake George on the Steamboat Minne-ha-ha
- Meet the editors and regional experts at *Adirondack Life*
- Visit Crown Point Lighthouse
- Meet Wayne Ignatuk, maker of one-of-a-kind furniture
- Guided walk with birding expert Joan Collins in search of the Adirondack Gray Jays
- See the Adirondack Museum's famous outdoor complex
- Tour and tasting at Asgaard Farm
- Free airport shuttle or hotel parking
- Bag handling (1 per person) at hotels
- Fees/tips for included attractions/meals
- Welcome reception, 24-hour emergency call service, free bottled water on coach

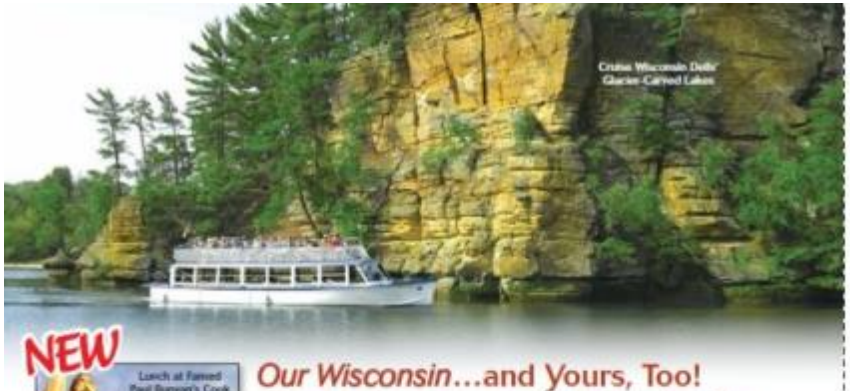
Quality Accommodations

Night 1: Albany Marriott, Albany
Nights 2-4: Hotel Northwoods, Lake Placid
Nights 5-6: Garnet Hill Lodge, North River

Triple-room pricing and pre-/post-tour hotel nights are available. Please call.

CountryTravelDiscoveries.com/ADK

Our Wisconsin
Premier Offering



NEW

Our Wisconsin...and Yours, Too!

CTD and Our Wisconsin Magazine Proudly Present the Hidden Treasures of Our Own Backyard

Country Travel DISCOVERIES and the experts at *Our Wisconsin* Magazine present an all-new exploration of our home state! Beginning in the capital of Madison, head off the beaten path to visit handpicked small town highlights, unique attractions, and local stops across the western part of our state. You'll tour incredibly scenic landscapes along the Mississippi River Valley and in the distinctive "driftless region" untouched by glaciers, as well as unusual glacial formations of the Upper Dells. Along the way, meet hardworking family farmers, take an exclusive tour of Ft. McCoy's military training center, and enjoy such quintessentially Wisconsin experiences as dinner at a traditional supper club and visit to a museum entirely dedicated to...mustard.

DAY 1—WELCOME TO THE BADGER STATE
Meet your fellow travelers and Discovery Director at tonight's welcome reception at our Madison hotel.

DAY 2—MUSTARD/ANGUS HERD/GOV. DODGE PARK
A *mustard museum*? Absolutely! Featured on *The Oprah Winfrey Show*, this improbably popular attraction houses over 5,000 types of the spicy condiment. Next, we meet Scott and Val Gaffney on their thriving cattle farm boasting a 180 angus beef herd picturesquely situated amongst rolling farmland. Later, we'll meet a unique Wisconsin lumberman, then take a leisurely drive through scenic Governor Dodge State Park, noted for its varied landscapes and outdoor activities. Tonight, unpack in the former lead and zinc mining center of Mineral Point. *B, L, D*

DAY 3—SHEEP FARM/STEVENSON/"TOWN THAT MOVED"
The rolling hills of Graham and Margaret Phillipson's Littledale Sheep Farm are ideal for raising purebred sheep. You'll meet them and see their Border Collie herding dogs imported from England. The fictional Town of Stevenson, built from scratch by owners Steve and Carol Stevenson, features restored antique vehicles as well as recreations of an old-time police station, firehouse, barber shop, general store, and more. Next, discover why some of Wisconsin's finest orchards thrive in this area. Then, learn the amazing story of how residents of Gays Mills worked with FEMA to move their town after repeated flooding from the Kickapoo River. Finally, cross the Mighty Mississippi for an overnight in the charming riverside town of Marquette. *B, L*

DAY 4—VICTORIAN VILLA/LOCK AND DAM/BEKKUM DAIRY FARM
Today, return to Victorian life at Villa Louis, restored to its 19th century splendor as the estate of the prominent Dousman family. Continuing up the scenic Great River Road, stop at Lock and Dam No. 8 on the Upper Mississippi River near Genoa—keep an eye out for bald eagles, and perhaps

a powerful barge locking through. This afternoon, meet award-winning cheese- and butter-maker Al Bekkum on the farmstead his family's operated since moving from Norway in 1917. Later, marvel at the Snowflake Ski Jumping Complex, used by world-class ski jumpers for competitions. After enjoying a spectacular, three-state view Granddad Bluff, settle in for the night at La Crosse, just steps from its popular riverfront. *B, L*

DAY 5—FRIENDSHIP GARDENS/FT. MCCOY/SUPPER CLUB OR WATER SHOW
The La Crosse International Friendship Gardens, view showcases gardens typical of La Crosse's sister cities in France, Russia, China and Germany. Today's special lunch is at Fort McCoy, a Total Force Training Center for all branches of America's armed forces, followed by an exclusive tour. No visit to Wisconsin is complete without dinner at a traditional supper club. Fall travelers will dine at Ishnala, on the shores of beautiful Mirror Lake State Park. Summer travelers will take in the famous Tommy Bartlett Water Show. Overnight in the resort town of Wisconsin Dells. *B, L, D* (Fall only)

Littledale Sheep Farm

DAY 6—UPPER DELLS CRUISE/PAUL BUNYAN'S COOK SHANTY/ MADISON
Start today with a visit to the studio of the man who made Wisconsin Dells famous. After, enjoy a real Wisconsin tradition—the Upper Dells boat cruise past towering pine-crowned cliffs, winding rivers, and such iconic, glacier-cut formations as Chimney Rock and Blackhawk's Profile. Shore landings let you experience fascinating woodland walks. After lunch at Paul Bunyan's Cook Shanty, you'll return to Madison with fond memories of the fascinating sites, spectacular scenery, delicious foods, and captivating locals across the Badger State. *B, L*

The Bekkum Family of Nordic Creamery

Visit Gardens Reflecting La Crosse's Many Global Sister Cities

Discoveries Experience

6 Days • 12 Meals
Jul 16-21
Sep 10-15
Oct 1-6
Price Per Person:
Double: $1,477; Single: $1,795
Depart/Return: Madison, WI

Discoveries Inclusions

- Tour Gov. Dodge State Park and enjoy three-state views from Granddad Bluff
- Exclusive lunch and behind the scenes tour of Ft. McCoy
- Scenic overnights by the Mississippi River
- Visit a mustard museum and Victorian villa
- Traditional supper club dinner (fall only)
- Personal visits with working cattle, dairy, fruit and sheep farmers
- Sightseeing cruise of Upper Dells cliffs, river narrows and iconic stone formations
- Experienced Discovery Director and Driver
- Free airport shuttle or hotel parking
- Bag handling (1 per person) at hotels
- Fees/tips for included attractions/meals
- Welcome reception, 24-hour emergency call service, free bottled water on coach

Quality Accommodations

Night 1: Holiday Inn Madison at the American Center, Madison
Night 2: Quality Inn, Mineral Point
Night 3: Cobblestone Inn & Suites, Marquette
Night 4: Radisson Riverfront, La Crosse
Night 5: Hilton Garden Inn, Wisconsin Dells

Triple-room pricing and pre-/post-tour hotel nights are available. Please call.

CountryTravelDiscoveries.com/OWI

Brand Benefits

- Expand Product Line
- Additional Revenue Stream
  - High Margins
- Strengthened Subscriber Affinity
  - Subscribers with disposable income
  - Subscribers young & active enough to travel
- Opportunity for Exposure to New Audiences
  - Non-subscribers, friend referrals, readers' relatives may travel and discover your brand

Raises Profile, Builds Buzz among…

- Local communities
- Tour vendors and hosts
- Chambers of Commerce
- Local governments and CVBs
- Regional media
- Social media

Connects Staff and Audiences

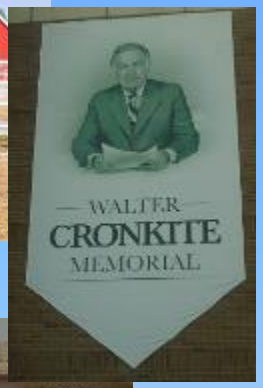
- Staff enthusiasm
- Meet subscribers and let them meet you
  - Editor and contributor can accompany as “celebrity hosts”
  - Travelers feel “part of the family” and come back for repeat programs

Travel Experiences Generate *Great* Content

- *Nebraska Life* featured a three-generation trip by Wisconsin family of 10
- *Our Iowa* found a great story in our volunteer firehouse visit

Tips for Planning & Developing

- **Brainstorm "Hidden Gems"**
  - Review the best features, but also expand beyond magazine content
  - Poll readers on "hidden treasures" in their area
  - Snowball effect as you talk to people
- **Different, hard-to-find and fun stops in the land of Mark Twain…**
  - DIY airplane kit factory
  - Quilting biz that transformed a town
  - Small Amish country store
  - Ranch for Budweiser Clydesdales
  - Memorial to native son Walter Cronkite



"I would <u>never</u> have experienced these interesting stops on my own…"

Our Iowa: Gravewitcher who locates unmarked graves

Nebraska Life: Twins who have collected and crafted petrified wood objects for 50 years

Our Wisconsin: Museum entirely dedicated to (5,566 kinds of) mustard!

Adirondack Life: Summer Olympic ski jump practice…into a swimming pool!

Our “Editorial Process”: The Drylab

Inspect full tour routes for:
Timing
Directions
Procedures
Accommodations
Accessibility
Appropriateness for audience size, age, activity level
Distinctiveness
Variety
Vendors/hosts get to know us, share ideas and stories

Other Assets for a Smooth Tour

- Professional Tour Director experienced handling groups and familiar with the route
- Qualified, insured coach drivers
- Insurance (for you & customers)
  - Liability
  - Traveler's Protection
  - Cancelation Insurance

Promote, Promote, Promote!

- **Takes Time to Sell**
  - Can be an 18-month process to plan and build, and then…
  - Long buy-decision process: saving, scheduling time off, possibly coordinating with friends, arranging travel to departure city, travel documentation
- **High ticket item…**
  - $1,000-$2,000 Vacation
    vs.
    $20 Subscription

Selling Tips

- **Feature vs. Advertise**
  - Present trip editorially, connect to other features, show the value and interest of the stops, tell the trip's *story…*
- ***Endorse* the Product**
  - Take real ownership stake in the tour and extend your brand to the experience as a "Missouri Life" tour or "Our Wisconsin" tour
- **Use Other Channels**
  - Promote on your radio, TV, web, social media, live event or other branded channels
  - Use trip or voucher for contest prizes, drawings or auctions

Iowans Love to 'Go Visiting'

We offered a special tour of eastern Iowa... debated whether to set up one departure or two ...then filled six coaches on separate tours!

HAPPY HAWKEYES. This group gathered for a photo at Matchstick Marvels, where all the miniature buildings are made of matchsticks!

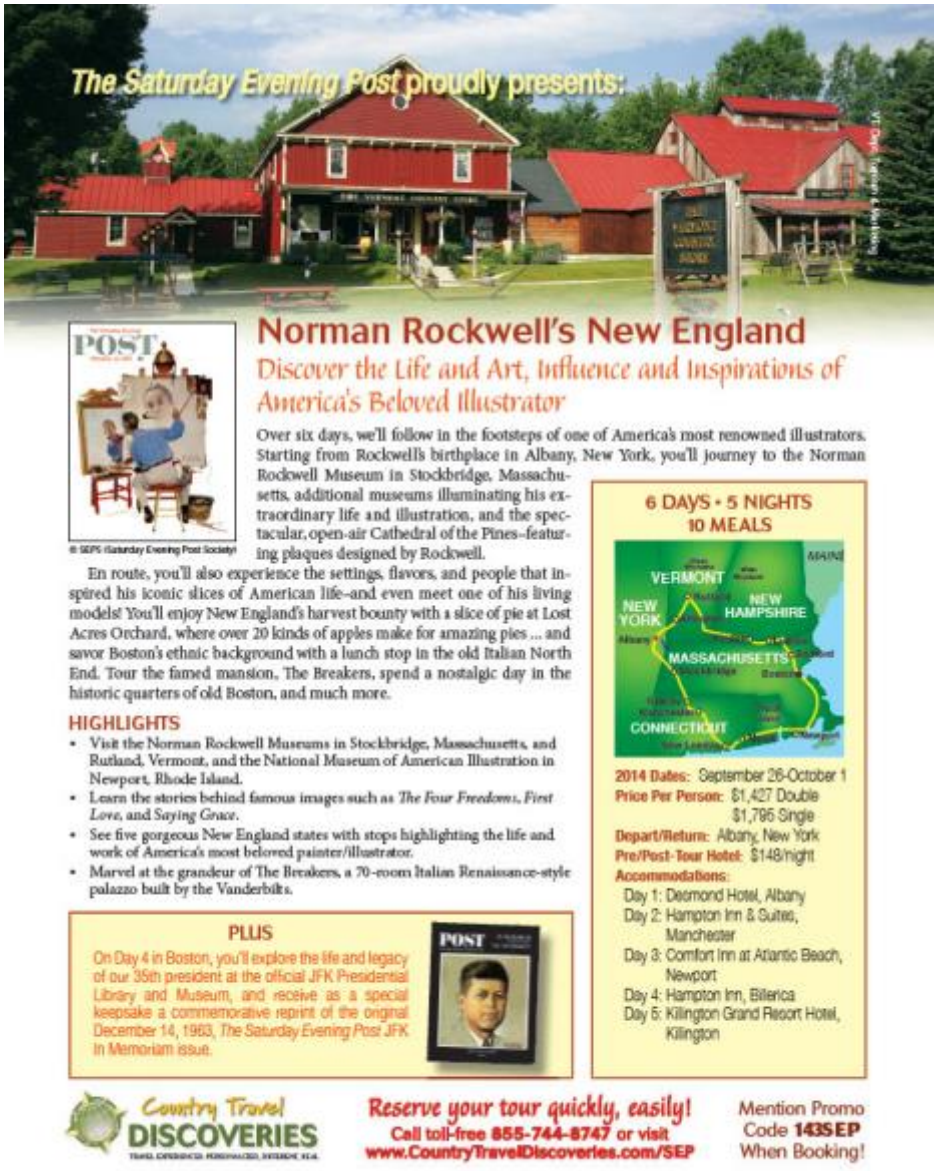
Effective Promotions

1) Build on your authority as destination expert and strong advocate for local tourism

2) Strongly branded appeals integrated with main navigation

3) Branded column concepts and language are used in tour promotions

Chance to Extend Your Brand and Product



- *Saturday Evening Post* co-branded tour celebrates the life and art of Norman Rockwell
- Stops feature iconic, nostalgic works from *Post*'s heyday
- JFK Library stop tie-in includes 50th Anniversary commemorative reprint of Dec 14, 1963 JFK Memorial Issue for all visitors

Audience

- Many are active seniors with disposable income, recent retirees, newly freed to travel

- Many from your circulation area…seeking close-to-home sites they couldn't find on their own.

  – *"I am an Iowan. I saw* so many *things that I didn't even know existed in Iowa. Thank you for an awesome trip. The people at all of our stops were so friendly."* -- **Mary Ann O., Pella, Iowa**

Growing Your Audience

- Others from around the country can experience what's great in and make lasting connections to your region and brand…
  - "We cannot sing Iowa's praises enough! We fell in love with that state.
  - "We love the people--they are warm, friendly, genuine...they take such pride, and they care about where they live.
  - "Iowa really could be an inspiration for the entire United States.
  - "We met folks on the tour from Iowa who have become life long friends... (In fact, they stayed with those friends this year when visiting for their *third* tour.)

B.B. and K.B. from Cleveland, GA – Who so enjoyed the first Our Iowa tour, they came back year after year for the second and third tours…*and became* Our Iowa *subscribers!*

Contact Us for More Ideas & Suggestions

A copy of this presentation and our Tour Planning Checklist is available at http://CountryTravelDiscoveries.com/IRMA or call Steve at 855-744-TRIP or email steve.uelner@countrytraveldiscoveries.com.