# The Beginnings of Global Holidays

## Vacation or Vocation

The concept of Global Holidays started in 2000 when a group of young entrepreneurs decided to consolidate their efforts. Prior to this date, each individual had organized ski trips from his/her respective location using charter buses for transportation.

After many years of meeting up at lodge and conference centers, the group of four became familiar with each other and the tour business. In 2001, the group decided to coordinate and organize various ski trips to the same locations. The idea was so successful that in 2002 they started to operate their individual businesses under one umbrella – Mountain Holidays.

# A New Home

In 2003, each home location started to market the ski trips through retail ski stores and sports stores. The response was overwhelming. It soon became apparent that once the trips were organized, the various vendors would take care of the sales. The need for a manager at each location was eliminated.

In 2004, the business adopted the name Mountain Holidays with new headquarters in Banff. From there, a variety of trips would be organized and marketed to locations across the county. Local sales managers would be hired to promote and service territories. All sales costs would be paid for as a commission.

*“A dream come true! Spending the winter skiing with good people, good food, good fun, and the great outdoors.”*

*- Mark Billington, Vice President, Operations*

*“Work/play in the winter, holiday and travel in the summer – my kind of life.”*

*- Carol Hurtig, Vice President, Sales and Marketing*

# History of a Successful Business

## Winter Wonder

In June of 2005, many questions arose about the nature and future of the business. Up to this point, the business provided enough profits to sustain the lifestyles of the four principals. Mountain Holidays was only operative for 7 months of the year – October 1 to April 30. There was a definite need to increase the profitability of the business and make Mountain Holidays a year-round venture.

*“There are many business opportunities in the great outdoors.”*

*- Roger Gustavson, President*

*“There must be a way to capitalize on the influx of tourists during the summer months.”*

*- Emile Lamoureux, Secretary/Treasurer*

Three months of investigation finally led to the development of a business plan that would include expansion into the following areas:

* Guided hikes and backpacking
* White-water rafting
* Sightseeing bus tours
* Cycling tours

This plan would require a considerable change in the company’s infrastructure and an injection of start-up capital.

## When Do We Start?

In October 2005, a campaign was launched to raise the initial capital needed to take the business beyond its current capacity, into the new product areas. The marketing network was already in place.

March 31/06 Fundraising through the sale of limited partnerships was to be finalized by this date. The spring and summer of 2006 was used to set up and organize the new ventures. The marketing campaign for the 2006/2007 season included the new ventures.

Winter 06/Spring 07 The advertising and promotions campaign was in full force.

Summer 07 Start of new business ventures.

## Sharing is Believing

The success of the campaigns held in the spring and summer of 2006 suggested that 2007 would be a very good year.

The summer programs of 2007 returned a marginal profit. More work was needed to make the summer programs as successful as the well-established winter programs.

In October of 2007, 25% of the company’s shares were sold to raise more capital to solidify the expansion to summer programs.

### Testimonies

# 2011 – A Tremendous Year

HOW FAR DO WE GO?

As part of expanding the marketing resources, Mountain Holidays had acquired several vacation brokerage companies to assist in marketing and to expand into new markets.

A new sales incentive program was unleashed in March of 2012 to promote the summer programs across the country.

* A sales contest for the top five sales people, which included a rafting trip on the Colorado River.
* A competition for brokers included two trips for two to Whistler.

The sales incentive programs proved very successful and the summer programs of 2012 were a success despite the wet summer.

# Global Opportunity – No Boundaries

In May 2012, talks were started with Worldwide Vacations, a global vacation network specializing in adventure holidays. Worldwide Vacations was quite enthusiastic about Mountain Holidays, since the Canadian outdoors offered an air of mystique and adventure for markets in the U.S., Europe, and Japan. Mountain Holidays was thrilled at the prospect of having an association with an international vacation broker.

In October 2012, Worldwide Vacations bought 25% of the shares in Mountain Holidays and actively started promoting the spring/summer programs of Mountain Holidays. At this time, the name Mountain Holidays was changed to Global Holidays to better reflect the new international initiative.

# 2012 – A Banner Year

Great Winter, Great Summer, Great Everything...Happy New Year!

With the increased marketing and promotions by Worldwide Vacations since October 2009, Global Holidays has experienced a dramatic increase in its spring/summer programs from overseas and U.S. tourists.

Weather has been favorable in 2012 for both winter and summer.

# 2013 Projections

# Prosperity for 2013

## Great Winter

Great snow and fantastic weather promise a long and profitable winter season this year. We predict that by the middle of February we will be showing a profit without winter programs.

## Great Summer

Climatologists and meteorologists predict that the global tides, which contributed to the gloomy summers of the past, are now much better behaved and that we should have a very bright summer – north of 40.

As well, the Almanac predicts a good dry summer, perfect for wheat and vacations.

## 2013 Customer Promotion

As an added incentive for our customers, a draw for prizes will be made for one winter holiday and one summer holiday.

### Summer Holiday Draw

A two-week guided hike in Canad’'s Nahani National park in the North West Territories. Intended for customers who book summer holidays with Global Holidays, the draw will be made on April 15, 2013.

We are expecting 2013 to be a prosperous year!

### Winter Holiday Draw

One week of skiing at Lake Tahoe, Northern California, USA. Intended for customers who book winter holidays with Global Holidays, the draw will be made on November 30, 2013.

## We Go Higher and Higher

The association with Worldwide Vacations gives Global Holidays access to facilities in other areas of the world. In particular Switzerland, Eastern Africa, the Himalayas, China, and Australia/New Zealand.

We hope to capitalize on this association by organizing the following:

* Cycling and hiking tours to Europe
* Guided tours through the interior of China
* Mountain biking tours in the Himalayas
* Adventure holidays to new Zealand and the Mediterranean
* and much more

In addition, we will add exotic fishing trips to the following locations:

* Northwest Territories
* Northern Saskatchewan
* The Interlake in Manitoba
* The B.C. Interior

Special promotions to mark a decade in business will be implemented starting in the fall of 2013.