

# Somerset Tours & Travel – passion driven service with the goal of making your travel dreams come true

I know you are probably thinking “A travel agency?” Yes, a travel agency! Sure, they are as ubiquitous as coffee chains, gas stations, cell phone stores and pajama pants – but, lend me your ear...er...eyes.

Commonplace is a good thing. We live in a capitalist society and that means, for any business to survive when the services they offer can be found readily, they must competitively price these services and products. The consumers win. Once the prices bottom out and every business is on the same page, what then separates a business is the quality of service and the products. Another win for consumers.



*Everyone at  
Somerset Tours  
and Travels has  
the same passion  
for travel as you  
do.*

Not everyone gets this. You'd be surprised how many business owners don't. They abide by the maxim "Location, location, location." as if it's the "be all, end all." It's certainly a fine start. Superlative customer service, frequent and intelligent marketing, and high quality products need to accompany that maxim or that business is doomed to fail.

When a business owner is aware of this and dives headlong into offering these things, their business will make all the others look like hacks, amateurs, and ham 'n egggers. Recently, a travel agency made headlines for taking a number of people's down payments for trips, and high-tailing it, so it's good to let people know which businesses take these things seriously. And it's even better to recognize businesses and business owners who consistently offer affordable prices, professional, warm service, and have integrity and pride in doing what it is they do.

One of these businesses is Somerset Tours & Travels, owned and operated by Kathleen Scallon. Kathleen retired from the U.S.P.S. as a letter carrier in 2007 and was in a position where she had to decide on a new career path. She thought to herself "If I had hit the lottery and didn't need to work for money, what would I do?" The answer was an instantaneous one: Kathleen's fondest memories in life revolve around travel. In fact, before becoming a letter carrier straight out of high school, she attended and graduated from Johnson & Wales with a Travel & Tourism Marketing Degree. Life just seemed to take her into another direction.

Now, she could reconnect with that passion that she had put on the back-burner for decades. She started to rekindle this passion by taking a gig at a travel agency in Rhode Island for a few years. She attended every class she could from here to Florida, with the goal to stay current in the industry, learn about the newest technology and hottest destinations. In spite of amassing a number of certificates along the way, her eagerness to learn has never waned and she continues attending

these seminars and courses.



*Not a toes in the sand type of traveler? How about a European vacation?*

She is assisted by a number of independent travel advisors. Susan LePage and Wendy Roberge who are veterans with more than 40 years combined in the industry. Wendy is a special needs teacher in New Bedford, is studying and actively training to be a travel adviser. Susan LePage is a 30 year experienced travel agent and very knowledgeable in many areas. Her daughter, Kayla Freeborn who has first-hand experience having traveled all over the world, first with Royal Caribbean Cruise ships as a principle Figure Skater, now as a Flight Attendant for American Airlines. There is even a Disney specialist, Deanna Whitten, a golf specialist Connie Palagi, who has golfed in the most beautiful golf courses in the US and Europe. They have all the angles covered!

She recently added to her team world renowned traveler, Bryce "Catch me if you can!" Gruwell, who spent 6 years touring with "Holiday On Ice" throughout Europe AND Asia, Bryce is also an American Airline's flight attendant. This guy knows everything there is to know about every major city in Europe, the best

places to eat, where NOT to go eat, where you simply have to visit, all the “must dos” and “must don’ts.”

Kathleen and the staff at Somerset Tours & Travel simply want to reach those people who have the same love for traveling, especially those who incorrectly think that it can’t be done affordably. They see travel as a way to experience life in a deep way. While a vacation may only be a few days long, the memories formed at these destinations with some of the most important people in your life, will absolutely last a lifetime.

They want people to know that you should go to those places and have those types of vacations that you DREAM about. They feel that the wrong way to approach a vacation is “What can we afford?” Kathleen and crew want to find a way to change your initial question to “We can go anywhere on the planet. Where do we want to go?” They will find a way to make your dream vacation happen and feel it shouldn’t be any other way. You can go anywhere you wish!

They are so determined to prove this point that they offer payment plans for as far out as two years in advance. In addition, Somerset Tours & travels offer a Best Fare Guarantee (BFG) Program – they will beat any competitor’s rate for the same package. All you have to do is show them a written quote for the same vacation – of course, you will have to confirm a reservation with Somerset Tours & Travel. It doesn’t stop there – they will not only match it, but give you a \$25 Visa gift card or perhaps even a \$100 one!



*Call Somerset Tours*

*and Travel to find out how you can see the hottest new Cruise Ship to arrive in Miami, on Sunday Dec 20. Refreshments will be served!*

“What is value?” started Kathleen when asked about affordability. “Getting more than you pay for: it’s not getting it cheaper, it’s getting it **better** at the best rate possible. There is a *huge* difference between great value and the cheapest price. As the old saying goes ‘You get what you pay for!’ We hold our clients hands if need be – we want to remove all concerns and allow them to enjoy themselves. From the planning stage until they arrive safely home. Your vacation is not only a huge investment but a lifetime of memories.”

So whether you’re thinking of a tropical paradise, a European vacation on the Rhine or Danube, a romantic getaway, a historic trek or an exotic adventure in Africa or Asia, Somerset Tours & Travels wants to make that happen. Of course, there are other reasons besides “Just to get away.” for getting out there – Somerset Tours & Travel will help you with your honeymoon registry, special needs travelers, a specific cruise line or air carrier, gift certificates or anything “extra.”

How determined? Kathleen has actually driven customers to Logan Airport herself to make sure it happens. That’s customers with an “s”!

The job of a travel agent is not only to make your dream vacation happen in an affordable way, but remove all the worries and time consumption of arranging these trips. Otherwise, you would just do it yourself. Somerset Tours & Travels gets promotions from their vendors on a **daily** basis.

They need to fill the buses, planes, and resorts and when they don't fill, they have to offer steep discounts.

Beyond all the deals, discounts and service is a burning passion. I know – I drone on about having passion in these spotlights, but it's integral to a business and to customer service. In my opinion, it's the foundation for success. When you discover a business full of people who love their job, you know that you are going to get taken care, perhaps get more than you asked or paid for. You get that at Somerset Tours & Travels. You don't have to take my word for it, you can read the reviews of satisfied customers. A perfect 5 stars!

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## **Somerset Tours & Travel Spotlight**

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### **Hours of Operation:**

*Mon, Tue, Thurs, & Fri: 10:00am-7:00pm*

*Wed: 12:00pm-4:00pm*

*Sat: 10:00am-5:00pm*

*Sun: By Appointment*

*CTA (Certified Travel Associate), member of ASTA, (American Society of Travel Agents), IATA ( the IATA Card is the ONLY globally recognized industry credential for the travel professional. CLIA ( Cruise Line International Association)*

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