

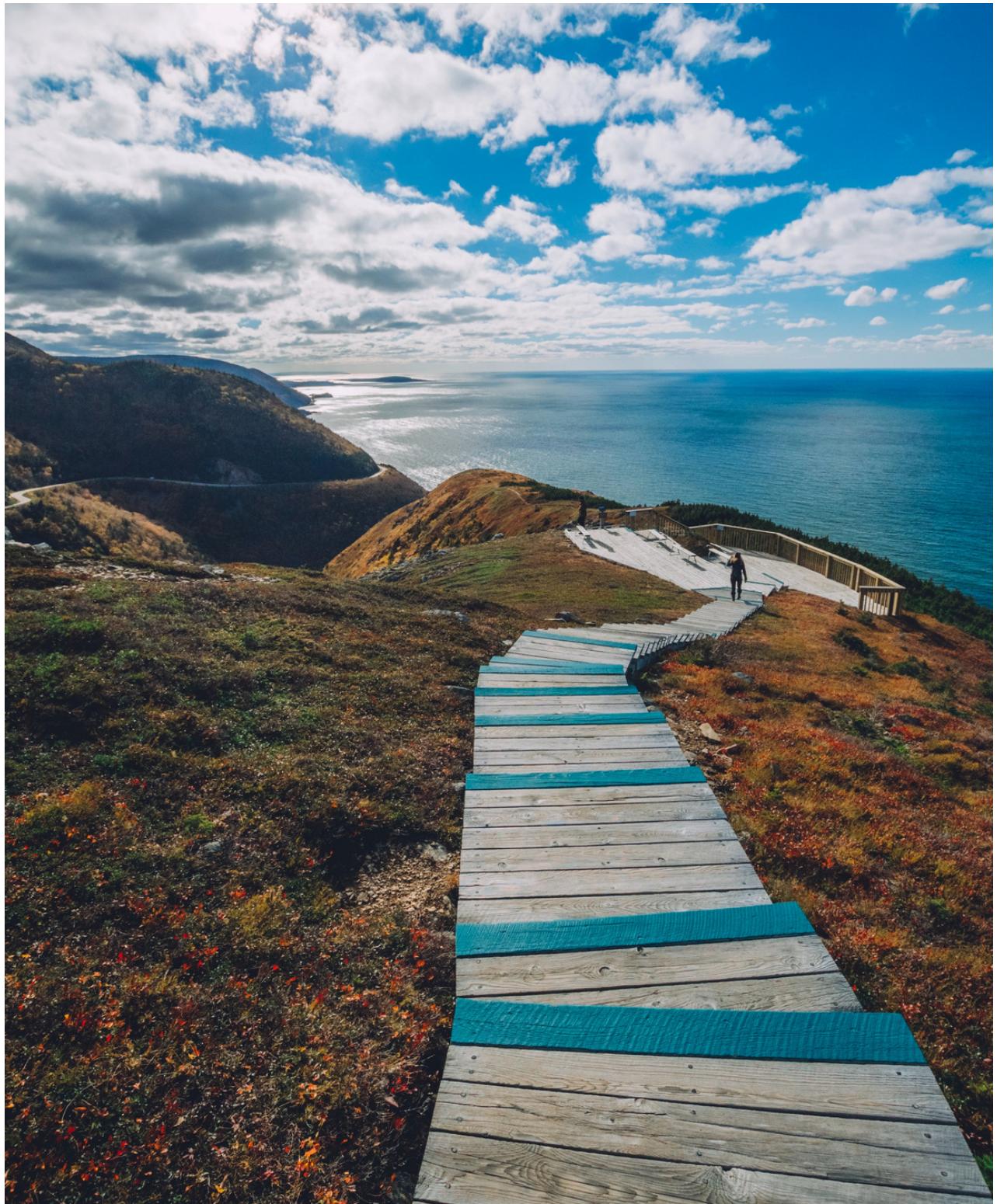
# GLÓBAL<sup>®</sup> ESCAPES



*ANSLEY MCLENDON, ADPR 5920, SPRING 2022*

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# INTRODUCTION

# CLIENT OVERVIEW

Global Escapes is an award-winning travel agency facilitating leisure and corporate travel in Athens, Georgia. A focus on quality over quantity is the root of the business's success. The active CEO, Tiffany Hines, cultivated a business model that consists of connecting with a travel agent, collaborating on the ideal vacation and conquering all of the client's goals through personalized reservations.

Hines loves travel because it expands human empathy. It allows travelers to meet people from all walks of life and find beauty in their differences and similarities. People come together over new experiences, delicious food and shared interests.

## GLOBAL ESCAPES' MISSION

Global Escapes aims to broaden people's view of the world and each other by listening, researching and delivering enriching vacations.

# CLIENT HISTORY

## EARLY BEGINNINGS

In 1988, Ella Grondahl and three partners founded Global Escapes. The first few years consisted of simply booking airfare and hotels around the world for locals. As business started to grow, Grondahl went on to buy out the remaining partners and set up a brick-and-mortar location for the agency on South Milledge Avenue. The first years of sole ownership led to Grondahl recruiting her daughter, Tiffany, to help with the business.

## FAMILY BUSINESS

Tiffany Hines started working under her mom, while earning her bachelor's from the University of Georgia. Hines had a natural ability in management, organization and client relations. In 2008, she would go on to become CEO of Global Escapes. Under Hines, the company shifted to a consulting firm with new emphasis on advising client travels and offering full itineraries. In 2016, Hines expanded Global Escapes by adding Corporate Connections, a business travel subsidiary.

## GLOBAL ESCAPES TODAY

Today, Global Escapes is a major presence in the local travel and business community. The dedication of Global Escapes has been recognized by the Athens-Banner Herald, Luxury Travel Advisor and the U.S. Small Business Administration. Hines and her team are busy as travel returns after the coronavirus. They are eagerly planning a vast number of trips that continue to inspire and awe their clients.

# THE TEAM



**Tiffany Hines,**  
CEO

Global Escapes operates as a team to ensure the proper care of their clients. Travel advisors meet with clients to put together goals, while travel coordinators do research and conduct behind-the-scenes legwork. Hines is always there to lend a helping hand as business begins to flourish due to post coronavirus travel plans.



**Natalie Horton,**  
Senior Travel  
Advisor

**Beth Barnett,**  
Senior Travel  
Advisor

**Christine Smith,**  
Senior Travel  
Advisor

**Hannah Angel,**  
Travel Advisor



**Abbey Beckham,**  
Travel Coordinator



**Steven Mercante,**  
Leisure Travel  
Advisor



**Jenny Owensby,**  
Corporate Travel  
Advisor

# COMPETITION

## TRAVEL WORLD OF CROSBY

Travel World of Crosby is a travel agency in Watkinsville, Georgia that serves the outskirts of Athens, Georgia and beyond. While in the industry for over 30 years, Travel World of Crosby has only been in Georgia for four. Global Escapes and Travel World of Crosby are both client oriented and have modern websites. Global Escapes exceeds Travel World of Crosby in reputation and experience with locals.

## MCCORMICK TRAVEL AGENCY

Founded in 1999 by Bea McCormick, McCormick Travel Agency specializes in planning vacations for families, couples and businesses. It holds four offices in Athens, Georgia; Snellville, Georgia; Kennesaw, Georgia and Centerville, Georgia. Global Escapes and McCormick Travel Agency are both members of the Signature Travel Network. However, Global Escapes has a more appealing website.

## TARGET AUDIENCES

1. The Family Woman
2. The Businessman
3. The Retiree

# TARGET AUDIENCES



## THE FAMILY WOMAN

- Married/Parent
- Millennial
- Upper-Middle Class

Rebecca is a 34-year-old woman living in Athens, Georgia with her husband and two kids. She grew up traveling every year and wants to continue this tradition. She loves looking at travel inspiration on Instagram and Facebook, however, it gets overwhelming and time consuming. Global Escapes can give Rebecca clarity and an affordable vacation the whole family will love.

# TARGET AUDIENCES



## THE BUSINESSMAN

- Business owner
- Generation X
- Upper Class

Jim is a 47-year-old man who runs his own company. He is looking to outsource business travel as the company expands and hires more employees. A business conference is happening in Austin, Texas and he needs an agency that can handle all of the reservations. Global Escapes can make sure everyone of Jim's employees has suitable accommodations to focus on work.

# TARGET AUDIENCES



## THE RETIREE

- Retired
- Boomer
- Upper Class

Frank and Annie are in their mid-sixties and newly retired. They worked hard for 30 years and saved in hopes to travel the world together. Annie has always been interested in Africa and its wildlife. Meanwhile, Frank cares more about the beach. Global Escapes can curate the perfect African itinerary that checks everything off the couple's wish list.

# SWOT ANALYSIS

<b>STRENGTHS</b> <ul style="list-style-type: none"><li>• Customer Service</li><li>• Employee Investment</li><li>• Website</li></ul>	<b>WEAKNESSES</b> <ul style="list-style-type: none"><li>• Social Media Presence</li><li>• Lack of Corporate Connections Promotion</li><li>• Lack of Promotional Events</li></ul>
<b>OPPORTUNITIES</b> <ul style="list-style-type: none"><li>• Utilize Social Media</li><li>• Rise in Travel after Coronavirus</li><li>• Lack of Local Competition</li></ul>	<b>THREATS</b> <ul style="list-style-type: none"><li>• Fear of Travel due to World Crisis</li><li>• More Reliance on Booking Websites and Apps</li><li>• Cost of Fuel</li></ul>

# STRENGTHS

## CUSTOMER SERVICE

Customer service is where the business excels. The attention to detail and personalized planning process makes Global Escapes stand out amongst its few but distinct competitors. It is evident by the amount of high ranking google reviews and testimonials that customers are satisfied.

## EMPLOYEE INVESTMENT

Global Escapes prioritizes its employees. Under Hine's leadership, each travel agent gets a travel fund aside from their salary to gain more applicable knowledge about travel destinations. By making these investments, Hines ensures her team is knowledgeable and positive about their work.

## WEBSITE

Global Escapes' website is easy to navigate and informative. Users can quickly see what Global Escapes offers, the team and helpful reviews. The contact information is consistently at the top for costumers to see and all links are up to date.

# WEAKNESSES

## **SOCIAL MEDIA PRESENCE**

Global Escapes' social media presence is not consistent enough and does not represent the brand correctly. Their Facebook, Instagram and Twitter lack engagement, theming and professional photos. If it was to improve social media, there would be more awareness of the brand.

## **LACK OF CORPORATE CONNECTIONS PROMOTION**

Corporate Connections is the business travel branch of Global Escapes. While promotion for the branch was strong in past years, it has since lost momentum. Global Escapes no longer posts blog posts for Corporate Connections and rarely posts about it on their social outlets. This is a disservice to the company as it ignores a target audience.

## **LACK OF PROMOTIONAL EVENTS**

Promotional events help businesses connect with the community and advertise their services. Global Escapes has promoted other local events, such as the Georgia Bridal Show. However, it lacks in self-hosted events. Global Escapes should host an event for families to promote their vacation planning services.

# OPPORTUNITIES

## UTILIZE SOCIAL MEDIA

A great opportunity for growth is to utilize social media. Global Escapes should become more active on platforms such as Instagram, Facebook and Twitter. By having an active feed, new consumers will be attracted, and a strong relationship can be built.

## RISE IN TRAVEL AFTER CORONAVIRUS

Travel has increased throughout the United States as coronavirus restrictions have lifted. As international borders begin to open up, travelers may be confused on what they will need. Global Escapes can offer clients their knowledge of each country's travel requirements and restrictions.

## LACK OF LOCAL COMPETITION

Global Escapes stands out amongst its few competitors because of its location and recognition. The office is located on South Milledge Avenue which is a central area of Athens, Georgia. Locals also recognize the name more quickly than others because of its many reviews, rewards and business community involvements.

# THREATS

## FEAR OF TRAVEL DUE TO WORLD CRISIS

A new threat to Global Escapes is the growing fear of international travel due to world crisis. War is raging between Ukraine and Russia, which could put off potential travelers. Global Escapes should emphasize domestic travel or other locations to combat the effects on business.

## MORE RELIANCE ON BOOKING WEBSITES AND APPS

The strongest threat is the reliance on booking websites and apps. The internet is making it easier to book an affordable vacation without professional help. Global Escapes should promote that their exclusive services take the hassle out of planning and save customers time.

## COST OF FUEL

The cost of fuel is limiting travel as well. Gas prices are rising and so is airfare. This may put a limit on domestic and international travel. Global Escapes could promote their ability to save families money on plane tickets to save some business.

## KEY MESSAGE

BUILD. SAVE.  
EXPLORE.

Global Escapes **builds** genuine relationships and personalized travel itineraries.

Global Escapes **saves** clients' time.

Global Escapes gives clients' the resources they need to **explore** the world.



# DELIVERABLES

# ITEM DESCRIPTIONS

## MEDIA LIST

The media list pinpoints different writers and influencers that would be interested in Global Escapes' press releases. By focusing on the local and business beats, Global Escapes increases the probability of a story being published.

## PRESS RELEASE 1

Press releases provide necessary information for the press in a brief format. This fabricated press release focuses on a partnership between Global Escapes and the Georgia Bulldogs, while targeting the businessman audience. It is newsworthy due to timeliness, proximity and human interest.

## DIGITAL PITCHES

Pitching is essential to getting a story published. The sample pitches show different approaches to communicating with writers across different platforms.

## PRESS RELEASE 2

The second press release focuses on a fabricated event for Global Escapes. This press release targets the family woman audience and builds Global Escapes' community presence. It is newsworthy due to timelines and proximity.

## SOCIAL MEDIA PLAN

Social media allows businesses to attract more clientele and build relationships. This plan outlines strategic approaches and sample posts for Instagram, Facebook and Twitter.

## BLOG

Blogs are great for controlling a message and speaking directly to an existing audience. This blog provides four different locations in the United States for retirees to visit and some suggestions. It targets the retiree audience and promotes Global Escapes' services.

# MEDIA LIST

Outlet	Contact	Title	Email	Phone	Social	Category
Traditional						
Athens Banner-Herald	Chris Starrs	Freelance Writer	N/A	N/A	@chris_starrs	Local
Atlanta Business Chronicle	Donnell Suggs	Sports, Entertainment and Hospitality Reporter	dsuggs@bizjournals.com	N/A	@suggswrites	Hospitality/ Business
WGAU	Tim Bryant	Classic City Today Host/ News Director	timothy.bryant@cmg.com	(706)-549-6222	@WGAUradio	Local
Digital						
Athens CEO Blog	Matt Reed	Partner	news@georgiaceo.com	N/A	@Georgia_CE_O	Business
Visit Athens	Shannon Dominy	Communications Manager	SDominy@VisitAthensGA.com	(706)-357-4584	@visitathensga	Local

The **Athens Banner-Herald** is a local newspaper in Athens, Georgia. While not in the employee registry, journalist Chris Starrs is often featured throughout their print and online newspaper. He covers a variety of local news and consistently reports in-depth stories. His story covering Café Racer showcases his writing ability. His coverage would be great for Global Escapes as many Athenians read Athens Banner Herald. To secure a pitch, public relations specialists would need to message Starrs via Twitter, where he is most active.

The **Atlanta Business Chronicle** is a newspaper based out of Atlanta, Georgia that reaches people all over the state. Businessmen receive business updates and other forms of traditional news from this publication. Businessmen may see an opportunity to outsource their corporate travel expenses by learning about Global Escapes. Donnell Suggs is the ideal journalist because he has recently covered the travel industry in multiple articles. Pitching should initially be done over email.

## MEDIA LIST CONTINUED

**WGAU** is a popular radio station in Athens, Georgia. Their morning radio show, *Classic City Today*, is hosted by Tim Bryant who covers local and national news. Bryant serves as the news director for the station and selects most of the content that is broadcasted. As the story is timely and a mix of big and local news, Bryant will be interested. This is great exposure for Global Escapes as now families and businessmen who commute will hear about it. Bryant should be contacted via email first.

The **Athens CEO Blog** brings business related news to the Athens, Georgia and surrounding areas. Director Matt Reed encourages public relations specialist to send press releases his way. A blog post about the partnership will increase recognition of Global Escapes in the Georgia business world. Athens CEO Blog prefers all press releases to be sent to the specific email.

**Visit Athens** is a blog that writes about businesses, attractions and events in Athens, Georgia. Families and visitors often look to Visit Athens for activities to do and business recommendations. Shannon Dominy is their communications director and a great media connection to have. She can promote any event Global Escapes hosts for the community. For event promotion, it is best to submit an [event form](#) on the Visit Athens' website and send a follow-up email.

# PRESS RELEASE 1

FOR IMMEDIATE RELEASE

Ansley McLendon

(706)7550284

ansley.mclendon@uga.edu

## **Global Escapes Partners with the University of Georgia's Bulldogs**

ATHENS, Ga. March 18, 2022 — Today, Global Escapes announces a \$2 million partnership deal with University of Georgia Athletics to plan all travel arrangements for the Georgia Bulldogs during the 2022-23 football season.

Global Escapes will coordinate all hotel, restaurant and aircraft arrangements for UGA football staff and players only. By entrusting Global Escapes, the Bulldogs are assured a stress-free and efficient travel process. The partnership marks a turning point in Global Escapes' clientele, whilst representing the value of local businesses in Athens, Georgia.

"This partnership is made possible by the dedication of our team. Their expertise and attention to detail secured a dream client," said Tiffany Hines, Chief Executive Officer of Global Escapes. "We are treating University of Georgia Athletics with the utmost respect and care, as we would with any client who walks through our doors."

For more information, please visit <https://www.globalescapes.com/uga>.

### **About Global Escapes**

Founded in 1988, Global Escapes is an award-winning, travel consulting firm, facilitating leisure and corporate travel in Athens, Georgia. Tiffany Hines is the active CEO. Under her leadership, Global Escapes focuses on a customer-first service method to provide clients with unforgettable vacations.

Learn more by visiting <https://www.globalescapes.com> or our socials, @globalescapes on Facebook and @globalecapestravel on Instagram.

###

# DIGITAL PITCHES 1

## SAMPLE EMAIL PITCH

To: [dsuggs@bizjournals.com](mailto:dsuggs@bizjournals.com)

CC: N/A

Subject: Pitch: Global Escapes Partnership with UGA Athletics

From: [ansley.mclendon@globalescapes.com](mailto:ansley.mclendon@globalescapes.com)

Good Morning Donell,

I am the public relations specialist for Global Escapes, a travel consultant firm in Athens, Georgia. Today, Global Escapes partnered with University of Georgia Athletics to plan all travel arrangements for the Georgia Bulldogs this fall.

I believe your audience will enjoy this story as they are big Bulldog fans and businessmen. UGA alumni and Georgia readers will feel proud as local businesses are supported by the Bulldogs. This partnership highlights UGA entrusting a local Athens, Georgia business to deliver the best service for group travel.

If you would like to know more about this deal, I can send over a press release and/or arrange an interview with Global Escapes' CEO, Tiffany Hines.

Thank you,



## SAMPLE SOCIAL MEDIA PITCH

Via Twitter Direct Message:

To: @chris\_starrings:

Hi Chris! I am the Public Relations Specialist for Global Escapes, a travel consultant firm in Athens, Georgia. We have an exciting partnership to announce with UGA Athletics that will excite Athens locals and any Georgia Bulldog fan! Would you be interested in learning more? 706-755-0284

# PRESS RELEASE 2

For Release On: May 21, 2022

Ansley McLendon

(706)7550284

ansley.mclendon@uga.edu

## **Global Escapes to Host “Around the World” Festival**

ATHENS, Ga. May 3, 2022 — Global Escapes invites families to learn about different cultures, try new foods and spend time together at their “Around the World” festival on June 4, 2022 from 1 p.m. to 4 p.m. at Bishop Park.

The event will feature booths representing different countries from around the world. Guests can learn about different cultures by participating in different, family-friendly activities at each station. A variety of food vendors will be in attendance including Two Fox Farm, Agua Linda Taqueria, DePalma’s Italian Café and Thai Spoon.

“We believe exposure to different cultures can stir curiosity, adventure and empathy in people of any age,” said Tiffany Hines, Chief Executive Officer of Global Escapes. “I cannot wait to see the way parents and children connect with different countries, right here in Athens, Georgia.”

To register for the event, visit <http://www.globalescapes.com/register>.

### **About Global Escapes**

Founded in 1988, Global Escapes is an award-winning, travel consulting firm facilitating leisure and corporate travel in Athens, Georgia. Tiffany Hines is the active CEO. Under her leadership, Global Escapes focuses on a customer-first service method to provide clients with unforgettable vacations.

Learn more by [visiting https://www.globalescapes.com](https://www.globalescapes.com) or our socials, @globalescapes on Facebook and @globalescapestravel on Instagram.

###

# DIGITAL PITCHES 2

## SAMPLE EMAIL PITCH

To: [SDominy@VisitAthensGA.com](mailto:SDominy@VisitAthensGA.com)

CC: N/A

Subject: Global Escapes Community Event

From: ansley.mclendon@globalescapes.com

Good Afternoon Shannon,

I am the public relations specialist for Global Escapes, a travel consulting firm in Athens, Georgia. I recently submitted our “Around the World” Festival to the Visit Athens’ event submissions and wanted to follow up.

The event would be a great feature for your blog audience as the event is open to anyone in or visiting Athens, Georgia.

Let me know what you think. If you’re interested, I can send a press release your way.

Thank you,



## SAMPLE SOCIAL MEDIA PITCH

Via Twitter Direct Message:

To: @WGAUradio

Hi WGAU! I am the public relations specialist for Global Escapes, a travel consultant firm in Athens, Georgia. I would love to speak to Tim Bryant about promoting a community event on Classic City Today. Would he be interested? Here is my phone number for additional contact, 706-123-4567.

# SOCIAL MEDIA PLAN

## PLATFORM: INSTAGRAM

### **Situation**

Global Escapes currently stands at 899 followers on Instagram. Their posts lack engagement and are inconsistent. Global Escapes should curate an Instagram feed that serves as visual travel inspiration, similar to that of travel bloggers that have been popular in past years, to boost engagement and grow their following.

### **Platform Benefits**

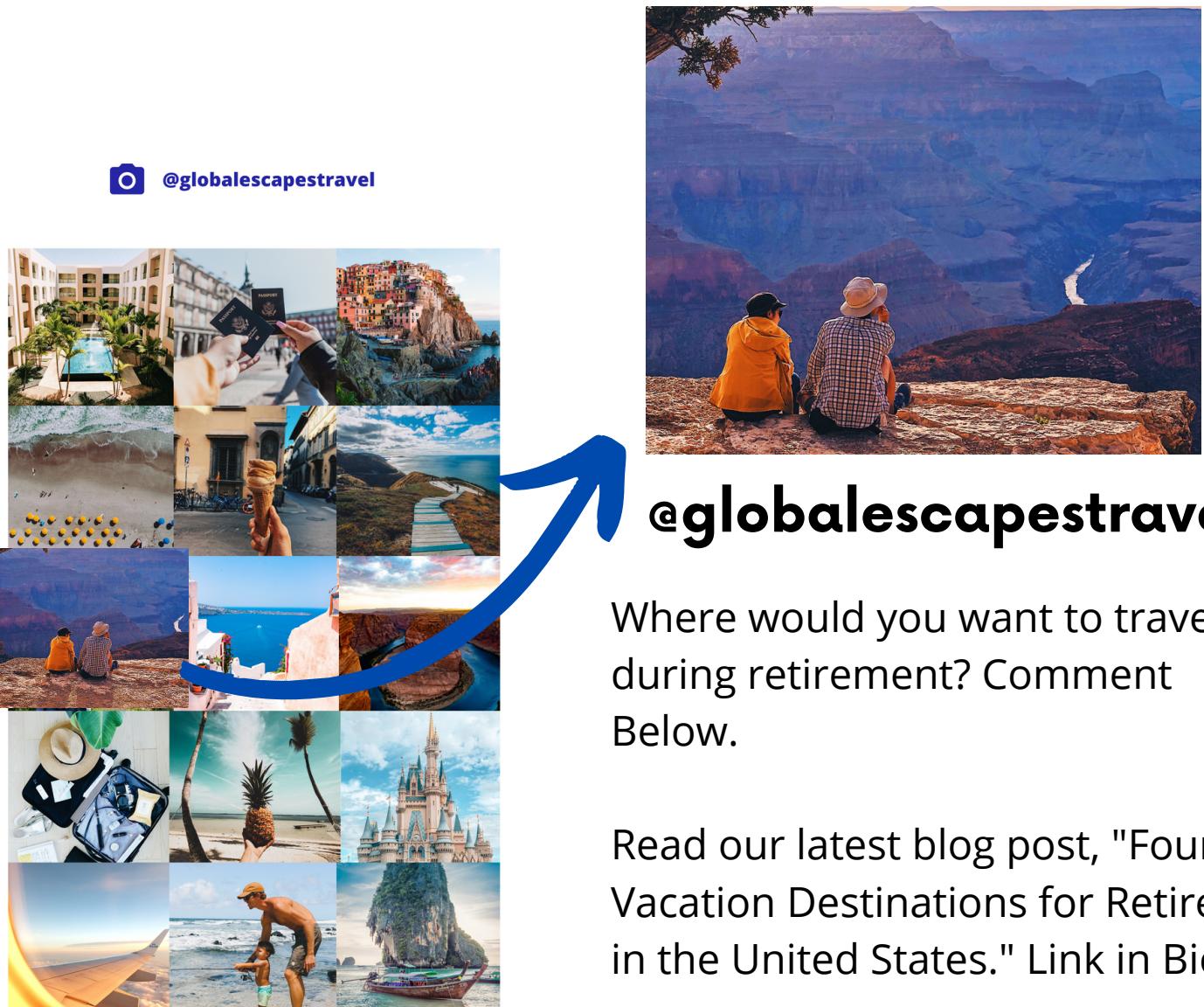
Instagram provides multiple posting options including static posts, stories and reels. Static posts are great for building a following as they are the first thing followers will see. Stories serve as a way to build relationships with Global Escapes' base as they can be highly interactive. Reels are the video aspect of Instagram and are seen alongside static posts.

### **Audiences**

Millennials will be the main audience reached through Instagram. This audience loves Instagram for its idealistic photos. Global Escapes should focus on consistently posting high quality photos that inspire millennials to travel.

# SOCIAL MEDIA PLAN

## SAMPLE POST: STATIC POST

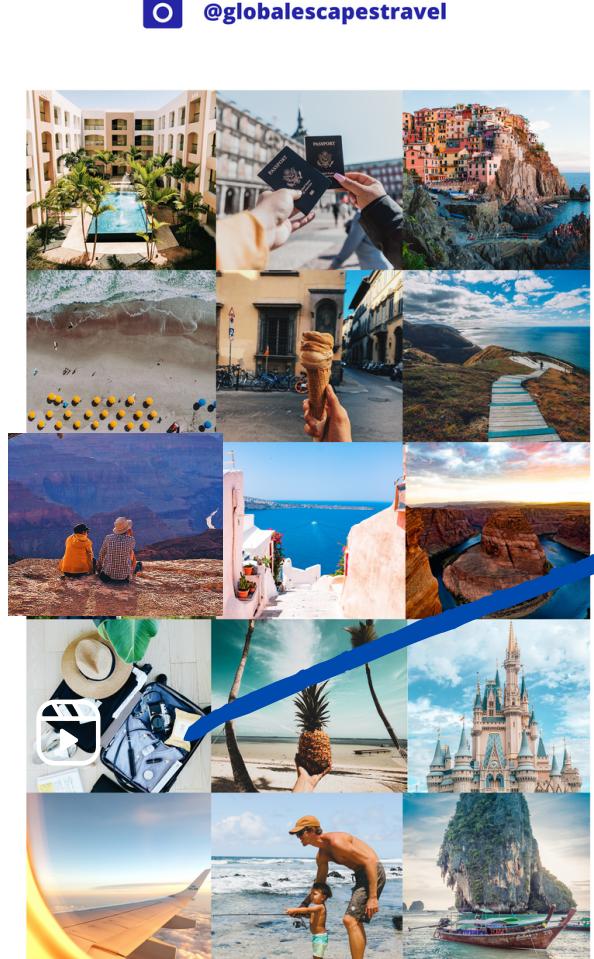


### Behind the Post

The static post is great for building an overall theme and aesthetic for Global Escapes. This post fits the ideal feed for their page and promotes the new blog post.

# SOCIAL MEDIA PLAN

## SAMPLE POST: REEL



@globalescapestravel



**@globalescapestravel**

Let's go on an adventure! 

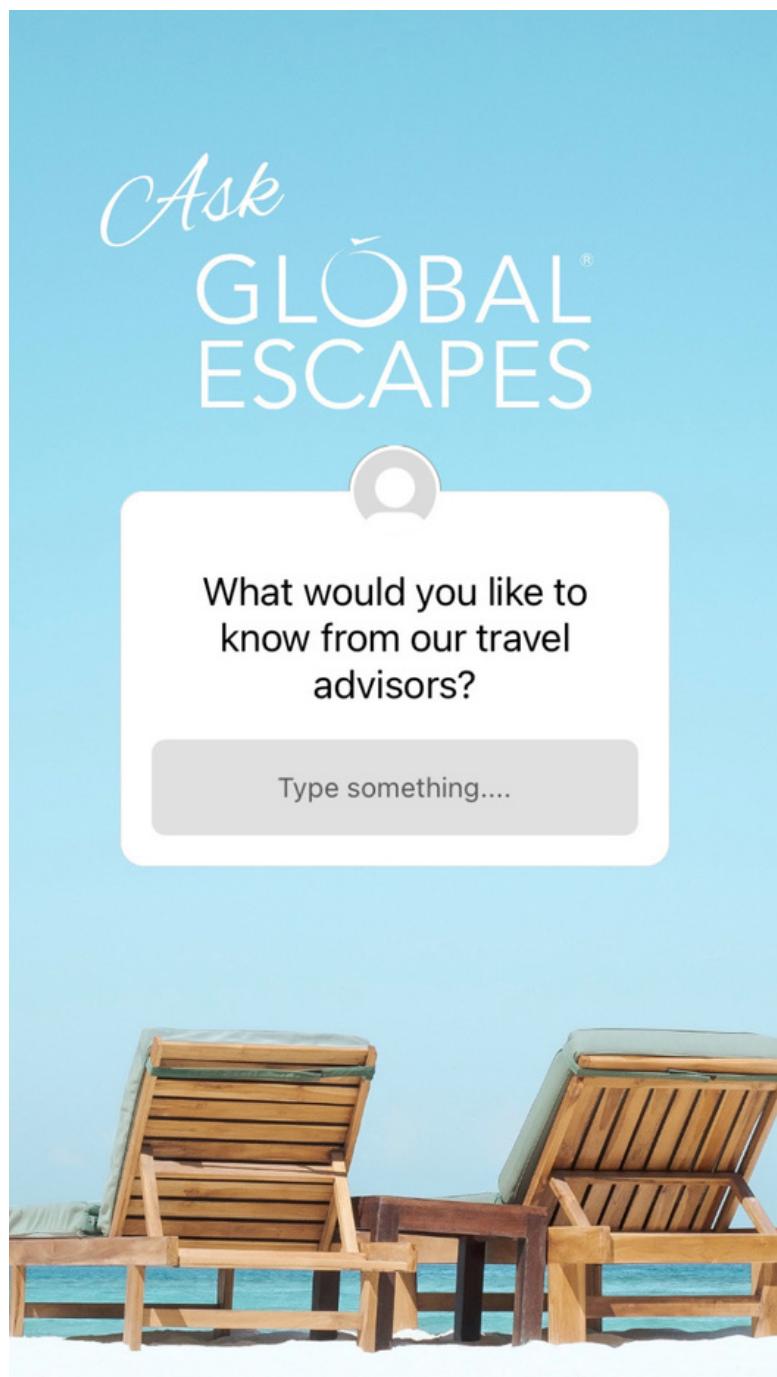
Follow along as we pack for an upcoming trip to the Bahamas using our Global Escapes's packing checklist. Available to every client.

### Behind the Post

The reel presented would be a minute long and use *Island in the Sun* by Weezer as background music. Reels are great for educating and entertaining your audience. By doing a "Pack with Me" reel, Global Escapes promotes some of their free resources and educates viewers while staying on theme.

# SOCIAL MEDIA PLAN

## SAMPLE POST: STORY



### Behind the Post

Stories are great for engagement. I would do a weekly story series that encourages followers to ask questions about Global Escapes or travel in general.

# SOCIAL MEDIA PLAN

## PLATFORM: FACEBOOK

### **Situation**

Global Escapes has their highest following on Facebook with 1,686 followers. While more active than on Instagram and Twitter, Global Escapes still lacks consistency in a posting schedule. Posts often are well formed, but do not build on one another to secure their audience.

### **Platform Benefits**

Facebook is the original social networking site, and it has a variety of different tools for users to put out content. Most posts are either simple status updates, photo albums, videos, sponsored posts or event invitations. Businesses use Facebook to promote their product and educate their base about happenings within the company.

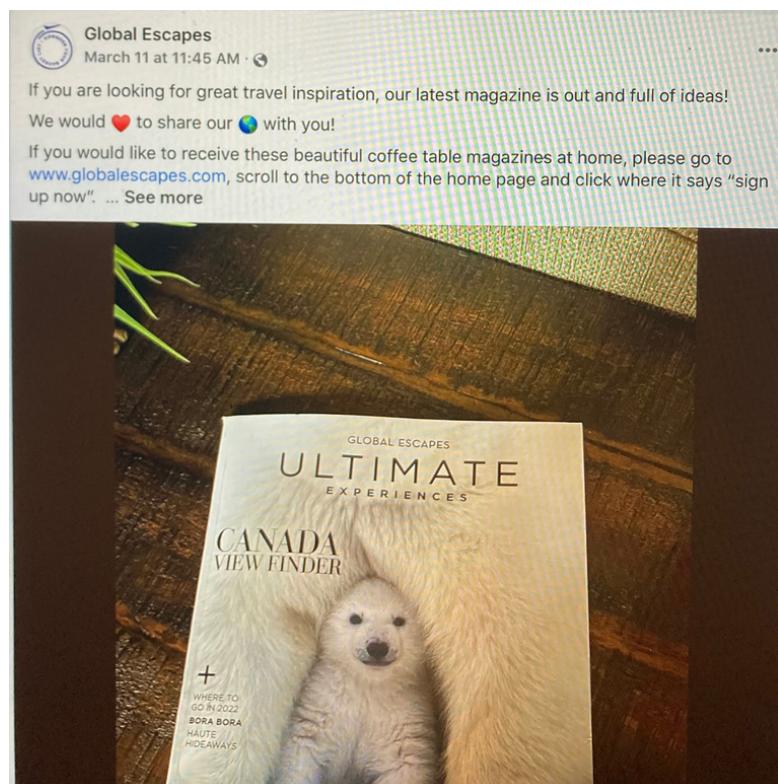
### **Audiences**

Facebook is great for targeting the baby-boom generation and Generation X. Posting consistent, eye catching, promotional content would elevate Global Escapes' Facebook.

# SOCIAL MEDIA PLAN

## SAMPLE POST: PICTURE POST

Before



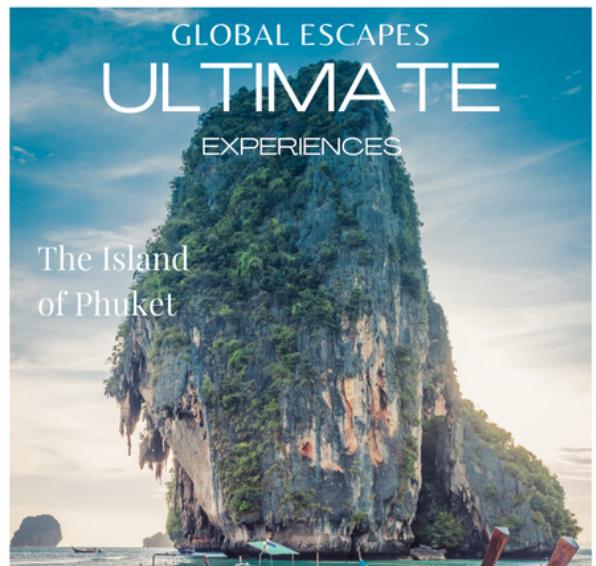
After

Global Escapes . Follow

April 11

Breathtaking views, delicious food and unique adventures are waiting to be discovered. The latest edition of Global Escapes' Ultimate Experiences dives into the wonder of Phuket, Thailand.

If you would like a copy of our free publication visit <https://www.signaturetravelnetwork.com/SigNet/index.cfm/EMC/SignupForm/SignupForm/Index?view=sweepstakesLanding&agencyID=1962&UTP=consumer>



### Behind the Post

Global Escapes promotes their magazine on Facebook, but they could improve the concept by posting a higher quality image of the magazine cover. This post takes an existing post concept and elevates it.

# SOCIAL MEDIA PLAN

## SAMPLE POST: LINKED POST

Global Escapes · [Follow](#)  
April 8 

• • •

Being able to travel is one of the best perks of retirement. Read our latest blog post to uncover four vacation destinations for retirees in the United States.

Share this post with your travel partner!



[GLOBALESCAPES.COM](#)

Four Vacation Destinations for Retirees in the United States

### Behind the Post

A great feature of Facebook, compared to Instagram, is the ability to directly post links. A blog promotion post with a link would drive more traffic to the blog. This also shows concept overlap as the same picture is suggested for Instagram and Twitter.

# SOCIAL MEDIA PLAN

## SAMPLE POST: STATUS POST

Global Escapes · [Follow](#)  
April 15 



**#goingglobal** This month the Swift Family enjoyed a relaxing trip to Turks and Caicos. By using one of Global Escapes experienced travel agents, they were able to save money and stay right on the beach.

"We cannot thank Global Escapes enough! Juggling four kids on vacation is not always easy, but they took the stress out of it. Will definitely use again!" -

**Jennifer Swift**

### Behind the Post

A great way to promote a business is testimonials. Global Escapes can utilize the status feature and the hashtag, #goingglobal, to feature clients' vacations.

# SOCIAL MEDIA PLAN

## PLATFORM: TWITTER

### **Situation**

Global Escapes has 458 followers on Twitter. Similar to other platforms, it currently uses twitter sporadically. Other competitors in the travel business, such as TripAdvisor, tweet often and interact with their following.

### **Platform Benefits**

Twitter is a social media platform that businesses can use to share information with large audiences quickly. The effectiveness of Twitter stems from its ability to catch users' short attention spans by having a word limit of 280 characters. Businesses benefit from the resharing of tweets via retweets and quote tweets.

### **Audiences**

Twitter is great for reaching millennials and Generation X. Global Escapes should stay consistent and build relationships with their audience. Global Escapes could attract a larger consumer base by using features such as polls, retweets and original content,.

# SOCIAL MEDIA PLAN

## SAMPLE POST: POLL



### Behind the Post

Polls are a great way to build an audience through interaction. By polling about different location interests, Global Escapes can identify better ways to target their audiences and even use it as PR research tool.

# SOCIAL MEDIA PLAN

## SAMPLE POST: TWEET

[Cancel](#) [Tweet](#)

 Dreaming of travel during retirement? Read our latest blog post, "Four Vacation Destinations for Retirees in the United States," for some travel inspiration.

[www.globalescapes.com/four-destinations-for-retirees-in-the-United-States](http://www.globalescapes.com/four-destinations-for-retirees-in-the-United-States)



### Behind the Post

The blog promotion would be a concept overlay. Similar posts would be posted on Instagram and Facebook as shown previously.

# SOCIAL MEDIA PLAN

## SAMPLE POST: QUOTE TWEET

◀ App Store 4G WiFi 15:02 68% 🔋

[Cancel](#) [Tweet](#)

 Incredible views from Italy 😊 Talk to one of our travel advisors to plan your perfect Italian itinerary ☀️

 **Magical Views** @magical\_vie... · 1d  
Amalfi Coast Italy



 Everyone can reply

### Behind the Post

Quote tweets give businesses relatability and a talking point with their bases. By using a popular tweet of the Italian coastline, Global Escapes would be able to plug their business services.

# BLOG

## Four Vacation Destinations for Retirees in the United States

At Global Escapes, we know retirement can be an incredible time in a person's life. It allows more time for relaxation and exploration. A great way to step into this new phase is to travel. One does not have to start with extravagant trips abroad, any retiree can start right here in the United States. From history buffs to adventure seekers, there is a place for everyone. Below are four different cities across the U.S. that are ready to be enjoyed.

### 1. Charleston, South Carolina

Charleston, South Carolina makes the perfect escape for any retiree looking for a bit of southern charm. The picturesque town boasts a multitude of tasty restaurants, colorful houses and elegant shopping experiences. It is best to explore the city on foot, through one of its famous walking tours where guests can get an up-close look at the city's rich history. Our travel experts recommend [Charleston Footprints' tour](#) hosted by Michael Trouche.



(Photo by Leonel Heisenberg)

### 2. Siesta Key, Florida

Looking more towards a relaxing beach vacation? Siesta Keys, Florida is known for its powdery white sand and ultra-blue water. The entire coastline is made of 99% quartz, making the sand soft and cool to the touch. Beach lovers should check out [Crescent Beach](#) for a more remote experience and amazing sunsets.



(Photo by Tony Williams)

### 3. Grand Canyon National Park, Arizona

Time to cross off the bucket list. Grand Canyon National Park features one of the greatest wonders of the world. While the hikes may seem intimidating, there is something for every skill level. Visitors can explore the canyon by foot, car, train or even helicopter. For more adventurous types, a [desert jeep tour](#) is recommended to raise adrenaline.



(Photo by Jenn Wood)

# BLOG CONTINUED

## 4. Juneau, Alaska

Discover the great outdoors in Juneau, Alaska. Every year, great populations of Humpback whales migrate north, and Alaska's visitors get a front row view. Beyond whale watching, visitors can also spot native moose, grizzly bears and bald eagles. A great way to travel to Alaska is by cruise ship. Cruise-goers will enjoy unique views of the vast landscape and waters. We recommend [Princess Cruises](#) for retirees.



(Photo by Sammy Wong)

## How Global Escapes Can Help

Our team of expert travel advisors are eager to help plan your ideal vacation. From hotel confirmations to excursion selections, we handle all the foot work. With connections all over the U.S., we can arrange anything in South Carolina, Florida, Arizona, Alaska and beyond. Let us take the stress out of planning and book a [consultation](#), today.



# NOTES

## ACKNOWLEDGEMENTS

I would like to extend a special thank you to Tiffany Hines. Without her and her wonderful business, this project would not exist. She was patient and helpful throughout the whole interview process and expanded my interest in travel.

Another thank you to my professor, Tom Cullen. Thank you for always pushing me beyond my previous limits. Through your course, I learned new writing techniques and different methods of selfcare.

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