



When I think TAUCK, I think river ship cruising, but TAUCK offers a great deal more than that. I had the pleasure of lunching with TAUCK CEO Daniel Mahar at the QUAY Restaurant overlooking Sydney Harbour last week before his return to the US and learnt a lot more about this innovative company.

Australia is the biggest user of TAUCK travel products, next to the USA. TAUCK is considered to be number one in the luxury travel market.

Here is a little of their interesting history.

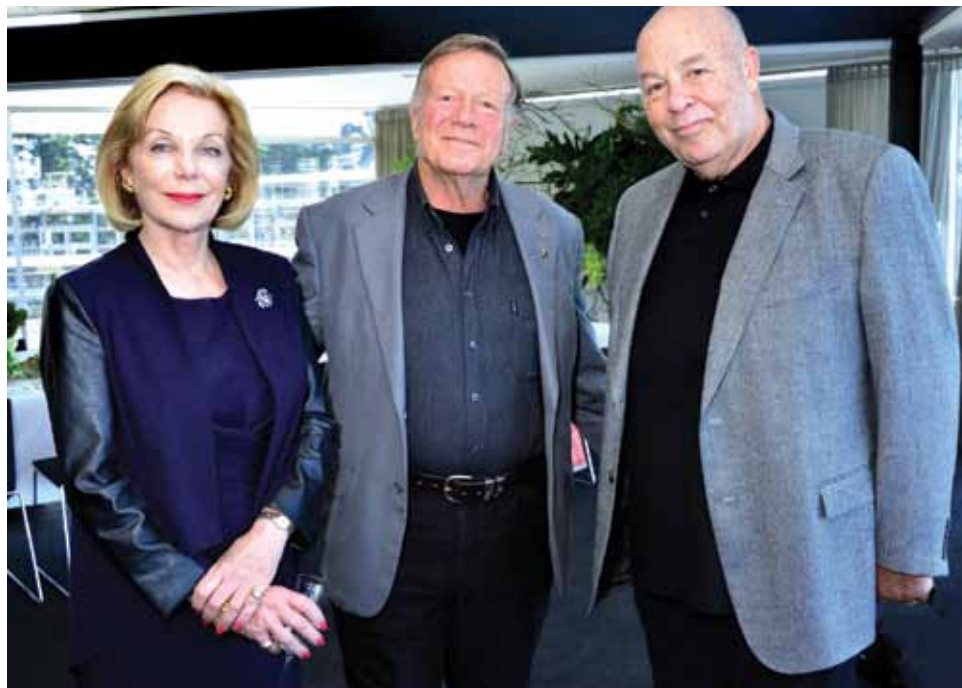
Tauck was founded in 1925 by Arthur Tauck, Sr., then a 27-year-old traveling salesman. He took six paying guests along on one of his sales trips through New England and south-eastern Canada in an all-inclusive, six-day trip covering 1,100 miles at a cost for each guest of \$69. The group traveled in the mornings and guests relaxed in the afternoons while Tauck made sales calls to local clients. This was perhaps the world's first guided tour.

At first Tauck planned no additional tours, but when word-of-mouth recommendations from his six passengers resulted in numerous inquiries about additional trips, he reconsidered. Tauck soon launched Tauck Tours and began promoting his guided journeys in earnest, the rest is history.

In 1958 Arthur Tauck, Sr. was succeeded by his son, Arthur Tauck, Jr., who expanded the company by adding additional domestic and later international destinations to the company's portfolio. The younger Tauck is widely regarded as a travel industry innovator and he is credited with a number of "firsts" including combining motor coach tours with air travel in the 1950s, offering the first international charter air tour packages.

Tauck now offers nearly 100 different all-inclusive, guided journeys in more than 60 countries. Tauck has entered into European river cruising in recent years and is considered number one in the high-end field.

THE TAUCK STORY



The Tauck Company is still family-owned, with Arthur Tauck, Jr. serving as Chairman. Four of Arthur Tauck's five children have worked for and run the business to varying degrees. Dan Mahar is Tauck's CEO and a Board Director.

Australian of the year, Ita Buttrose, AO, OBE is Australia's TAUCK Ambassador. Michelle Taylor, Travel the World's GM Sales and Marketing, Australia's TAUCK representatives said: "Tauck is becoming more and more popular with the discerning Australian traveler. We now represent the largest market outside of North America travelling with Tauck."

PHOTOS:

Ita Buttrose, Jack Thompson and John Pond at TAUCK function

Daniel Mahar, CEO TAUCK with Andrew Millmore, CEO Travel the World

Michelle Taylor, Travel the World, GM Sales and Marketing

One of TAUCK's River Ships 'Swiss Sapphire'

Photography: Fiora Sacco & John Pond

"We have just announced that Ita Buttrose, our Australian Ambassador, who is also Australian of the year, will be travelling on our French Waterways River Cruise on 11th May 2014, and invite guests interested in travelling with Ita, to register their interest soon."

The call to action for the River Cruise with Ita or any of the Tauck product would be to contact Travel the World, Tauck's Australian representative at www.traveltheworld.com.au or phone (02) 8296 7077

River cruising is the fastest growing segment of the cruise industry. I love river cruising, its luxurious, elegant and certainly the best way to see Europe. Virtually everything is included such as wine and beers at mealtimes and tours each day.



This is due to Australians becoming aware of the exceptional value, unique experiences, and the expertise of Tauck in putting together enriching itineraries with expert directors and guides. Their unique product offerings across River Cruising, touring in Europe, America, South America and throughout the exotic region ensure they have a suitable tour for all clients".

John Pond.
Visit John's blog site at www.johnpondworld.com

John Pond

