

Confidence: What Travelers Want in Uncertain Times

TOUR OPERATOR | TRAFALGAR | RICH THOMASELLI | JANUARY 15, 2016



The collective hearts of the world grieved for Paris back in November when a series of coordinated terrorist attacks in the city claimed the lives of 120 people and injured hundreds more.

Naturally, it prompted concerns and the obvious question of whether travel to Europe right now is safe.

Not only is it statistically safe, but traveling to Europe is more economically viable than ever.

“While the new terrorist attacks in Western Europe are troubling, it remains one of the safest areas in the world,” Scott Hume, associate director for security operations at Global Rescue, a travel risk and crisis management firm, told the Washington Post. *“Statistically, car accidents and illnesses are still the greatest threats to travelers – not terrorism.”*

Moreover, with the Euro at a 15-year low against the Dollar, now is the time to explore Europe. But how does one shake off the concerns of terrorism abroad and travel with confidence?

Strength in numbers certainly helps.

According to Trafalgar president Paul Wiseman, “Guided vacations shine in uncertain times.”

Wiseman explained that customers are looking for that extra level of security when going abroad, and guided vacations provide that.

“Trafalgar has experienced guides that are with you every step of the way and are backed up with an infrastructure in every market we serve,” Wiseman said. “That helps customers who may be apprehensive or nervous about travel to Europe feel confident in going.

They won’t be on their own as they’ll have a safety net every step of the way.”

Trafalgar is currently offering a time-sensitive special – trips to Europe with 10 percent off the cost of the trip with the Early Payment Discount (EPD), plus an additional \$500 per person flight credit. The EPD is valid on select 2016 Europe vacations when paid in full by Jan. 28, 2016. Save \$500 per couple on air-inclusive vacations booked with deposit between Jan. 4 and Feb. 25, 2016 with flights booked through Trafalgar on American Airlines, British Airways, Iberia and Finnair.

See trafalgar.com for more details, of course, but remember this time-sensitive offer is one that Trafalgar guarantees will be their best offer of the year for agents selling Europe, which is becoming more and more of a value proposition with the depreciation of the Euro versus the Dollar.

There might not be a better time to travel to Europe, according to Wiseman.

“We are seeing airfares in economy down 25 percent from last year and business class fares down as much as 50 percent,” he said. “Low fares have been hard to come by for several years now, and they won’t be around forever, so travelers should take advantage of locking in now for spring and summer travel.”

Taking advantage of the strength of the dollar and the impact of the lower fares, Trafalgar has extended its Early Payment Discount to Jan. 28.