

## Travel Planning in a Tight Economy

For 23 years, New Horizons Tour & Travel has been working with schools across the nation planning trips and creating memories that last a lifetime. With the current economic climate and with the availability of information via the internet and other sources, we are experiencing situations not seen before in the student travel industry.

In the last several months we have seen a lot of ambitious parents take it upon themselves to start calling and researching destinations to try to better the group offerings. While you, as the director and the person ultimately responsible for the success of the trip, understand that low price doesn't always equal the best value, it is oftentimes difficult for a parent to understand. There are a number of companies this year that, due to the economy, are struggling to get business in the doors. In an effort to stay afloat, their business model this year is to find out what another company is offering and then simply setting a price much lower. They are simply about getting the sale and not concerning themselves with value, service, or integrity. Often your deposit is used to pay for another trip for another school travelling before you. This is not the philosophy of New Horizons. Check with competitors on their professional memberships, those organizations that work on your behalf to ensure the strength and professionalism of your tour operator. New Horizons is a member of the National Tour Association, ([www.ntaonline.com](http://www.ntaonline.com)), Student Youth Travel Association, ([www.syta.org](http://www.syta.org)) and the United States Tour Operators Association, ([www.ustoa.com](http://www.ustoa.com)). Each of these organizations carefully screen and investigate companies before extending membership.

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## Voices on Broadway



Join New Horizons on stage at the Neil Simon Theatre in New York City for the choral event of the season. One night only, on Friday April 9, groups traveling with NHTT and TUI Student Travel will have the opportunity to sing with the Broadway cast and orchestra of *Ragtime!* As an additional incentive, sign up before October 31 and New Horizons will take \$500 off your transportation costs. For full details on this exciting event and to be a part of it log on to [nhtt.com](http://nhtt.com). *Ragtime* has just concluded a sold out run at the Kennedy Center for the Performing Arts in Washington, DC and is making the move back to Broadway. Plan now to join with the cast of this Tony Award winning musical. Package pricing includes three nights lodging at the spectacular Marriott Marquis, right in the middle of Times Square.





## New Horizons Extends Relationship with Music for All



New Horizons and Music for All are pleased to announce a continuation of their existing relationship. Continuing now and through the year 2010, New Horizons will be one of only two preferred travel planners for the Bands of America.

Music for All is one of the largest and most influential national music education organizations in support of active music-making. Music for All programs are recognized as the pinnacle of educational programming for high school instrumental music programs nationwide. Each year, more than 300,000 people attend their events, and over 100,000 teens participate. These programs include fall marching band Regional Championships and the Grand National Championships, held across the country each fall. The Music for All National Festival held each spring in Indianapolis features the National Concert Band Festival, Orchestra America National Festival, National Percussion Festival and the Honor Band of America, Honor Orchestra of America and the Jazz Band of America. The Summer Symposium draws 2,000 teen music students and teachers from more than 40 states and several countries to a week-long music camp.

## New Horizons, New Web Site

Although the address remains the same, New Horizons has moved; on the web that is. You can still go to [www.nhtt.com](http://www.nhtt.com), but it will take you to our brand new web site. Unveiled mid September, the site promises to spotlight upcoming parades and festivals, as well as our unique performances and events. You can find updated Broadway listings, the latest in travel news and perhaps a contest or two. Bookmark the page and be sure to check back often.



## Century Resources Teams up with New Horizons

NHTT is happy to announce a fund raising partnership with Century Resources for the benefit of our customers. This opportunity to raise funds for travel is being offered first to our Individual Billing Program customers and will be coordinated by our internal staffers. Your individual account will be credited each month you fund raise.

Century Resources makes this both easy and rewarding. Students simply log in to the New Horizons account and enter their name and email address to get started. From here, simply submit family and friends names and emails both far and near who will receive a post asking them to purchase items which will be shipped directly through Century Resources. The added appeal is that no money is collected by you. Payment is made directly to Century Resources who will issue the fund raised money directly to your NHTT account. For full details, check out the informational flyer on page 5.

The screenshot shows the New Horizons website homepage. At the top is the logo and a navigation menu with links: Home, Unique Performances, Disney, Destinations, Newsletters, About Us, Contact Us, and Contests. Below the menu is a search bar and a 'Home' link. The main content area features a welcome message: 'Welcome to our new and vastly improved web site.' followed by a notice about a director's page being updated. Below this is a video player showing a group of performers on stage. Under the video is the text: 'We do it all for you! New Horizons has specialized in student travel since 1986. We work with music performing groups, classes, clubs, drama groups, and community groups. Each New Horizons tour is custom designed to fit your wants and needs. From domestic to international, New Horizons has the resources to do it all for you!' At the bottom of the main content area are three buttons: 'Travel News', 'Why New Horizons', and 'NHTT Travel Protection'. To the right of the main content area is a sidebar with several sections: 'Make a Payment!', 'Make a Referral!', 'Let Us Get to Know You' (with a registration form), and 'New Horizons on Twitter' (with social media updates).



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Working with New Horizons, your travel investment is protected and your payment schedule is known and agreed to in advance to facilitate the needs of your group. NHTT will extend deposits on your behalf, something that parent groups cannot do. With New Horizons, you have a 24 hour emergency on call team, a professional tour director with you in the destination and the strength and trust of our vendors to correct situations immediately to the satisfaction of you our valued customer. Parent and booster groups making these plans themselves often do not have the time or the resources to follow through and when in the destination city, often do not have the necessary depth of knowledge.

In conclusion, we stand ready to assist you, the director, in any way possible. We have always offered you a quality trip at a fair price. Our history and professional relationships speak to our past and ensure a successful future. The success of a trip rests ultimately with the director and the employee of the school district. Jeopardizing a successful program and a successful career because of an unscrupulous travel planner or a parents attempt to save a few dollars is not worth the risk. We invite you to compare, but know that not everything is black and white. Intangibles, such as tour directors, security guards, and on call teams, are resources often not included in parent trips that offer a great value added. We invite you to compare menus, admissions and transportation when comparing companies. Are gratuities included? What is the quality of the lodging and the transportation? We will gladly come to your parents meetings and speak to the strength and value of travelling with New Horizons. For 23 years, we have facilitated the success of your program and your educational travel. We thank you for your past support and ask for your continued support in the future.

## Tish Losure Accepts New Position



It is with both joy and sorrow that New Horizons announces Tish Losure has left New Horizons and has taken a new position as National Sales Director with the Red Lion Hotel chain. Tish came to NHTT from the hotel industry and has provided us with a wealth of experience, as well as great connections with other leaders in the lodging industry.

Tish has been a representative for NHTT at SYTA (Student Youth Travel Association), and as a member of the SYTA Youth Foundation, she helped raise thousands of dollars for underprivileged youth to travel on their schools trips. This year alone she raised \$42,000 at the recent SYTA Convention in Norfolk.

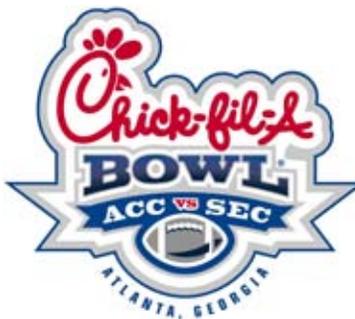
Tish has worked diligently for NHTT, forging ahead each year, developing new relationships in schools on the West Coast, from California to Alaska from her home base in Battle Ground, WA.

We offer Tish our best wishes and great success as she returns to the hotel industry. Thank you, Tish for your great service to your clients and New Horizons.

NHTT clients should rest assured of a seamless transition and a continued great relationship with Tom Merrill and Will Lampe, who will be assuming Tish's many friends and customers.

Tish said, "I have enjoyed working with all of you and will miss that day to day interaction!! But not to fear, I look forward to our continued relationship in the travel industry."

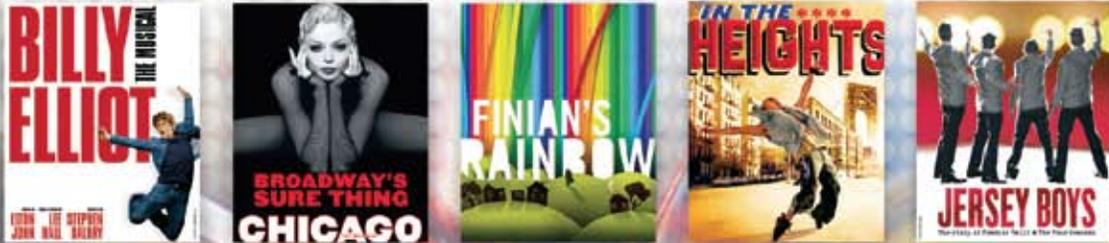
## Chick-fil-A (Peach) Bowl Opens to Dance/Cheer Groups



National Events, (a TUI Student Travel Company) has announced that both dance and cheer groups are being extended a special invitation to the upcoming Chick-fil-A (Peach) Bowl on December 31 in the Georgia Dome. This New Year's Eve game has been sold out for twelve consecutive years and is nationally televised on ESPN. Special pricing is available for these groups. Contact NHTT soon for your dance and cheer groups to join us in Atlanta.

**1-800-327-4695**  
**www.nhtt.com**  
**travel@nhtt.com**

# IT'S SHOWTIME!



## Experience Broadway Live and return home with knowledge from the pros!

Broadway Classroom Sessions with Broadway's Masters  
Perform for enthusiastic audiences at amazing public spaces.  
Live Broadway shows that will excite and inspire your students

### We do it all for you!

Custom Tour Planning • Professional Tour Director • Individual Billing Program  
Customer Trust Account and Refund Guarantee Program to protect your monies

Save time and money by planning early. Get better seats at shows; preferred times for meals, attractions and educational programs; and more time for fundraising.



Don't miss out on great seats to popular Broadway shows. Plan now for the 2009-2010 school year!

**1-800-327-4695 • [www.nhtt.com](http://www.nhtt.com)**

*New Horizons Tour & Travel is a TUI Student Travel company.*



## Earn Money for Your Trip!

New Horizons is proud to partner with Century Resources in helping you raise money for your trip. Family and friends can help your efforts by purchasing items via their secure web site. No more going door to door or being tied to the local area where everyone is selling the same items. Via the internet, these great products are available and shipped nationwide. Students earn 38% of every dollar sold and the money is deposited directly into their New Horizons Individual Billing Program Account every month.

Contact Mike Conway at New Horizons for additional details.

A Safe, Simple and Effective way to earn money through Century Resources' Web Store!  
Profit applied to YOUR trip!



### Students

Sending out emails to possible customers is now easier than ever. We've already written the letter to your potential customers. The only thing missing are the email addresses from all your family and friends. Entering them is as easy as ABC!

- Simply go to [www.helpourgroupp.com](http://www.helpourgroupp.com) and click on student login (see above).
- Type in the Group ID # (34761 New Horizons). Enter your name and email and as many email addresses of family and friends that you know that might support you.
- Click send and watch the orders come in and your trip cost go down!

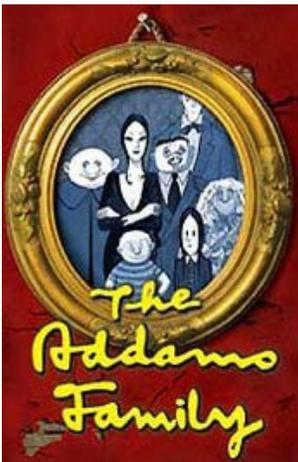
Note: Students age 12 or under may not access this website. Parents may access and use it on the student's behalf.

### Supporters

Help students reach their goal by ordering from over 300 guaranteed items online!

- Go to [www.helpourgroupp.com](http://www.helpourgroupp.com).
- Click on Shop Now (see above).
- Type in Group ID# (34761 New Horizons), or find your group by city and state.
- \*\*\*Type in the student's name (so the student gets credit for the sale.)\*\*\*
- Choose items, pay online, and your items will be shipped directly to your address.

## Broadway Buzz



The current Broadway buzz is *The Addams Family*. In previews in Chicago and moving to Broadway this spring, the all star cast is the talk of Broadway. But that's not all that's happening. *Chicago* played it's 5,000th show. *Phantom of the Opera* continues to thrill 22 years after it's opening and *Mary Poppins* continue's to excite and soar nightly. New Horizons is your Broadway expert and can answer all your questions about what's appropriate for your group. With ten Tony Awards, *Billy Elliot* dances his way into your heart at the Imperial, with four different actors alternating in the lead role of Elton John's

hit. *West Side Story*, at the Palace is *excelente*, with some songs sung in Spanish. 2008 Best Musical *In the Heights* has audiences responding to it's rhythms from the Washington Heights and the theatre community is getting ready for the most expensive musical to hit the stage, *Spiderman: Turn off the Dark*, opening in March 2010. Just Announced: *Million Dollar Quartet* to open on Broadway in the Spring of 2010.

## NTA Scholarship

Tourism Cares, an advocacy group within the National Tour Association (NTA), has recently announced the 2009 winners of 42 academic scholarships. These awards, totaling \$41,000 are awarded annually to students pursuing travel, tourism, and hospitality degrees at accredited colleges and universities in the United States and Canada.

As a member of NTA, New Horizons works closely in the awarding of these scholarships and annually presents the Kathy LeTarte/New Horizons Award. This year, Ms. Jae March from Michigan State University was selected as the recipient of the award. Scholarship opportunities range from academic to professional development. Additionally, students are invited to participate in the Tourism Cares Experience the Industry Student Program at the annual National Tour Association's Convention held in November. At this event, students shadow mentors, who are travel industry veterans, during business appointments; participate in roundtable discussions about career paths; and take advantage of networking and learning opportunities.

The Tourism Cares Spring Scholarship Review Committee selects the National Tour Association Scholarship recipients each year from hundreds of applicants. The scholarships are used to cover expenses for tuition, books, and educational fees only. In addition to offering the National Tour Association Academic Scholarships, Tourism Cares also offers the American Society of Travel Agents (ASTA) Academic and Professional Development Scholarships. In the last 20 years, Tourism Cares has provided more than 450 students with scholarships and other awards valued at more than \$1.5 million. Additional information about the Tourism Cares Student Programs, including scholarships, can be found on the website. Tourism Cares expects to post the 2010 Academic Scholarship offerings and application information on its website ([www.tourismcares.org](http://www.tourismcares.org)) early 2010.

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[www.nhtt.com](http://www.nhtt.com)  
[travel@nhtt.com](mailto:travel@nhtt.com)

## International Destination Spotlight



Statue of Gustav Ernesaks at the Tallinn Song Festival Grounds

Twenty years ago, the Berlin Wall fell, putting an exclamation point on the fall of communism and the Iron Curtain. The awakening of these countries has opened up a whole new world of student travel to destinations that were, until recently, little more than a spot on the map. The Baltic States are open for business with affordable opportunities, exciting attractions and centuries of history.

Estonia, Latvia and Lithuania are located on the Eastern edge of the Baltic Sea and though diverse in language, share much in the way of culture and history. For a student performance tour, the events that lead to the freedom of these three nations holds special appeal. Across the three countries, the citizens rose up, in song. In Lithuania, thousands of people regularly gathered in public places and sang national songs and hymns. In Tallinn, Estonia, a massive song festival, called "Song of Estonia", was held at the Tallinn Song Festival Grounds with more than a quarter of all Estonians present, including for the first time, politicians demanding freedom from the Soviet Union. In 1989, all three Baltic countries held a huge demonstration of unity - the "Baltic Way". A 400 mile long human "chain" from Tallinn, through Riga, to Vilnius was assembled. This was a symbolic demonstration of the people's call for independence from the Soviet Union.

Today student groups can visit these three countries, easily passing from one country to the next as part of the European Union. Performance opportunities are plentiful, whether taking part in an organized festival or individually. Groups can perform in churches and cathedrals, in public squares and parks, castles and more. Each of these capital cities has an "old town" that is right in the heart of the city.

At the historical heart of the city of Tallinn, is the hill of Toompea, covered in cobbled streets and filled with medieval houses and alleyways. The lower town spreads out from the foot of the hill, still protected by the remnants of a city wall. The old town has been astonishingly well preserved and was inscribed on the UNESCO World Heritage List in 1997.

Vilnius is currently one of the most visited cities in Eastern Europe. In 1994 the Old Town of Vilnius was included in the UNESCO World Heritage List. But Vilnius is attractive not just for its unique architecture. In the old town, many churches and ancient buildings were erected in 13th-19th centuries. The red-brick tower of the Gediminas castle is restored from the Higher Castle erected in the 13th-14th centuries by Dukes of Lithuania and offers the best view of Vilnius.



Folk Group Performing in front of the Government Building in Vilnius



National Opera House  
Riga, Latvia

Riga, the capital city of Latvia is divided by the Daugava River and answers the quaintness of Tallinn and Vilnius with impressive Art-Nouveau architecture, as well as an historic old quarter. The Old Town has been designated a UNESCO World Heritage site since 1997 and was once dubbed the Paris of the East.

Contact Caro Short right here at New Horizons to find out more about these exciting and unique destinations.

  
**New Horizons**  
Tour & Travel, Inc.  
2727 Spring Arbor Rd  
Jackson, MI 49203



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**1-800-327-4695**  
[travel@nhht.com](mailto:travel@nhht.com)