



# ADVENTURE UPDATE

April 2009



GLOBAL GYPSIES PTY. LTD.

*This issue: Special Offers for Loyal Gypsies! \* Caravan Training\* Weekend Escapes \* Incredible Kenya \* 2010 plans & more!*

## SPECIAL OFFER FOR LOYAL GYPSIES!

Now here's an offer you can't refuse!! Until June 30, we're offering loyal Gypsy clients and subscribers to our newsletter **TEN PERCENT OFF every Global Gypsies 4WD training course!** That's right, when preparing for your next outback adventure, you'll save a minimum of \$25 when you book a recreational or accredited 4WD training course with us! As well as offering 4WD courses on the last Saturday of every month, we'll also be happy to train you on days to suit during the week (depending on our availability). AND you get a free Global Gypsies cap with every booking! We're keen to build up this side of our business so please tell your friends about our terrific 4WD courses - all run by accredited (and articulate) trainers! And for those of you who enjoy a bit of a chuckle, ask us to e-mail you a copy of our new, *No Rednecks Allowed* 4WD training flyer!!



## ARE YOU CRAZY FOR THE CANNING?



After filling up one Canning tag-along-tour we kept getting inquiries from desert tragics who wanted to get out there, so we thought, this is silly! We should put on a second tour! And so we did! Our **"Crazy for the Canning Expedition"** will depart Wiluna on June 12 and arrive in Halls Creek on July 2<sup>nd</sup>. That's right folks - it's the

WHOLE Canning Stock Route! This will be a mammoth self-catering expedition led by Charles ("Charlie") Gilbert, an experienced four-wheel-driver who knows & loves this remote & challenging track. Traveling in a small convoy under his expert supervision, you'll be able to explore the infamous CSR safely & confidently - independent but not alone. It will be a truly magnificent outback adventure and there are still two places available. Call us today!

## TRAVEL QUOTE OF THE MONTH:

*Anybody who thinks there are only seven wonders in the world needs to get out more! (Anonymous)*

## EARN \$\$\$ FOR RECOMMENDING OUR TOURS!

That's right! Recommend any of our Australian tours of 14 days or longer to your friends & tell them to mention your name when they book. When they finish their tour, we'll pay you **\$200 in cash!!!** It's just another way for us to say 'thank you' to our loyal clients for your referrals!

## GYPSIES BEAT THE RECESSION!

It's been a tough year for a lot of people, particularly our friends & colleagues in the tourism industry. Because of the global economic crunch, potential travelers have cancelled overseas trips, put interstate travel plans on hold & just generally tightened their belts when it comes to holidays.

Both outbound & inbound tourism has been affected & some airlines have scrapped a number of routes. Unfortunately we think the media has fanned the fire and painted a far gloomier picture than actually exists, making a difficult situation even worse - for travel companies and clients.

However, bucking this trend (& with fuel prices down), Aussies are out & about in record numbers exploring their own country on self-drive holidays in 4WD's and/or caravans. Consequently we've had heaps of inquiries from people keen to explore the outback for the first time & we're doing our best to accommodate them! First, we introduced a new product to assist these novice outback travelers - our *Planning & Preparing for Remote Area Expeditions Package* - or "PREP". We've given several consultations already & feedback has been 100% positive.

The self-drive trend has also resulted in a marked increase in requests for our 4WD & towing training - not just from individuals but also from large companies. This is a good sign cos it means there will be more responsible caravanners and four-wheel-drivers out there on the road! So please spread the word about this side of our business.

There has also been an increased level of interest in our Tour Guide Training Courses which are poised to go national (see separate article). The old adage about one door closing & another opening is certainly true for us! So for those of you who have been wondering how the recession has affected the gypsy camp, now you know!

And thanks to our loyal clients for your support - we've had numerous people contact us to say, "The hell with the recession! We're still coming on tour with you this year & plan to travel with you in 2010 as well!". Now that's what we like to hear!!



**ATTENTION!! NEW CARAVANNERS!  
THE NEXT CARAVAN CONFIDENCE  
CONVOY IS HAPPENING ON MAY 16-17!  
NUMBERS ARE STRICTLY LIMITED. BOOK  
NOW TO CONFIRM YOUR SPACE!**

## HEY! WE NEED FOUR MORE KENYA ADVENTURERS!



Come on, folks! How can you resist?? With plans for China, Borneo & a motorhome safari to the Southwest USA planned for the future, this may be the only personally escorted safari to Kenya that we'll be able to run for several years! This unique opportunity for animal lovers is open to just four lucky people!

Our *Incredible Kenya Safari* from August 14-27 will take you to the exotic game parks of Samburu, Nakuru & the Masai Mara during the annual migration. Then we'll whisk you away to the exotic spice island of Zanzibar! Book now & join us for the African safari you've always dreamed of!

## CARAVAN & CAMPING SHOW BREAKS RECORDS

Hands up who attended the annual Caravan & Camping Show? We had a joint stand there with the Caravan Industry Association & spent five days absolutely flat out chatting to potential & existing clients – over 43,000 people attended – which for Perth, is a BIG turnout! Some caravan manufacturers we spoke to sold more than 100 large vans during the show while we sold heaps of caravan training DVD's and signed up lots of new clients for tours and training. We also saw many existing clients – thanks folks for dropping in! We also spent some time with the folks at Winnebago who have appointed us to lead one of their safaris again – this time through the Pilbara in July. Jeremy leads the tour in a luxury Winnebago they provide him for the journey – sure is a tough life for some! Talk about King of the Road!

While talking about 'caravanning' type things, we held our first off-road Camper Trailer Workshop back in March. It was a great success and we'd be happy to run another one on request. Let us know if this is your cup of tea & we'd be happy to arrange a group training workshop, or even a one-on-one session, to teach you the ropes.

## GYPSIES LAUNCH 'OUTBACK OIL'!!

With our tongue planted firmly in our cheek, we announced to the media last month that we had developed an exciting new product – "*Outback Oil*". We hailed it as a revolutionary new cure for stress, anxiety & other city-slicker diseases such as "*Urban Overdose Syndrome*", "*Fast Lane Phobia*", "*E-mail Mania*" and "*Ring Tone Rage*". We said this exciting new potion was made from fresh air, sunny skies and starlit nights and that the combination of 100% natural ingredients could help reduce stress levels dramatically! Of course, there's no such thing as "*Outback Oil*" - it was just a way to tell the journalists about our fabulous upcoming tag-along-tours to the Canning (June), Rudall River National Park (July) the Kimberley (August), & the Holland Track (October). It certainly caught their attention and we received lots of media coverage as a result. We also had lots of interest from clients who read the articles & wanted to join the tours so it did the trick! There are still a few places available on these super self-drive 4WD expeditions & we'd love to have you along, so get the good oil and book your place today!



## TOUR GUIDE TRAINING TAKING OFF!

Australia's first nationally recognised short (two-day) training course for Tour Guides is really taking off. We've now held two of the four planned weekend sessions in the pilot program with the remaining two workshops in April & May fully booked. Thanks to the participants in our January course (above, standing left to right) are Heather Wilson, Helmut Hiltz, Michael Kirkman, Fred van der Heiden, Brian Bilney, Vicki Bilney, Jeremy Perks, Lynda Nottle, Cherie Toovey, Shaun Whittaker (front row) Noelene King, Gaye Norfolk, Dallas Trowbridge and Petra van der Heiden. You were all great and we loved having you along & getting to know you!

We are now very excited about running our first short Indigenous Tour Guide Training Course which is being organised in conjunction with Tourism WA in the northwest of the State. Plus, a training organisation in Queensland is keen to run the course over there which could turn it into a national initiative. Another Global Gypsies first!!

## WINTER'S JUST AROUND THE CORNER!



For those of you living in the Southern Hemisphere, winter's just around the corner. There's just enough time to book on one of our star-studded Recession Buster Weekend Escapes on April 17-19 & May 22-24. Celebrate the Year of Astronomy with a visit to the observatory for a viewing of the night sky, take a tour of the Gravity Discovery Centre, and enjoy some 4WD & towing practice with the Gypsies. We'll even do all the catering! It's a great way to get out of the city for a quick 'nature fix' & meet some new friends. Get in quick before the weather changes!

**Until next time, Happy Easter and happy travels from -**



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