

Posted on Tue, May. 13, 2008

Leading East Coast Travel Agency Joins the AdventureAgents Travel Network, Powered by GordonsGuide.com

Gordon's Guide

FRESNO, Calif., May 13 -- Gordon's Guide, publisher of the world's largest Web site on adventure and active travel, <http://www.GordonsGuide.com>, announced that Boscov's Travel (<http://www.boscovstravel.com>), a leading travel agency with 60 travel agents in five eastern states, is now part of the AdventureAgents(TM) (AA) Travel Network.

Gordon's Guide will syndicate its Web content to the Boscov's Web site, instantly broadcasting the world's largest selection of adventure and active travel trips to the agency's customers. Currently, GordonsGuide.com has 10,000 trips to 3,000 destinations in 126 destinations -- across more than 80 categories.

"We are happy to be partnering with Gordon's Guide," said Pat Cinfici, President of Boscov's Travel. "The AdventureAgents Network offers a tremendous value by enabling us to expand our services in the adventure travel market. We look forward to a very successful partnership."

The AdventureAgents Network is a turn-key solution that allows travel agencies to quickly start selling adventure and active travel and tap into this lucrative travel market. The service is complimentary with no upfront fees or licensing costs, and no programming or training required.

Another key feature: travel agents earn incentives from the sale of these trips such as free travel, cash bonuses, additional commissions, complimentary trips and even special gifts.

"We are proud to have Boscov's Travel join our AdventureAgents Network," said Timothy Gordon, founder and CEO. "Boscov's Travel is a premier agency and the perfect partner to help us connect global vacation providers and travelers. It is a win-win situation for both companies."

The AdventureAgents Travel Network has enrolled nearly 600 travel agencies worldwide.

About Boscov's Travel

Boscov's Travel was founded and incorporated in April 1974 as part of Boscov's Department Stores, Inc. The Corporation is owned by Albert and Eunice Boscov and Edwin and Alma Lakin. The company has 30 different locations in five states: Pennsylvania, Delaware, Maryland, New Jersey and New York State. The travel agency specializes in leisure and business travel, and offers customized travel arrangements for groups, conventions and meetings.

About Gordon's Guide

10,000 Trips, 3,000 Destinations, 126 Countries -- 1 Web Site

Founded in 1997, Gordon's Guide -- Adventure & Active Travel Worldwide is a leading publishing company based in Fresno, California. The company publishes highly regarded magazine-style travel guides and an award-winning Web site, <http://www.GordonsGuide.com>, the premier information and largest on-line resource for active travelers, offering the finest adventure and active vacations from around the world. Gordon's Guide has partnered with premier vacation providers and resorts such as O.A.R.S., GAP Adventures, Dean Cummings H2O Heli Guides, Intrepid Travel, Backroads, Fairmont, Vail Resorts, Hilton Caribbean, Forever Resorts, Intrawest, ARAMARK Parks and Resorts and Delaware North. GordonsGuide.com has been awarded Forbes' "Best of the Web" nine straight years and the 2007 W3 Silver Award for Travel.
