

Using Deluxe Travel Programs as a Development Tool.

In many cases, our tour programs are enjoyed by the general membership of an organization. We understand, however, that there are instances when it is important for an institution to celebrate the people that allow it to flourish—its major donors, high-level patrons, and governing board members. ATA has mastered the delicate art of providing deluxe tour programs for the most dedicated contributors of fine cultural, educational, and public policy organizations.

Why Travel?

A luxury tour experience that highlights what your organization does better than anyone else, can play an instrumental role in cultivating new donors, inspiring current contributors to higher levels of giving, and creating a lifelong affinity that will reward your organization for years to come.

If you'd like to treat your major patrons to a travel experience of a lifetime, we can help you do it.

Quality Counts

Exclusive group travel opportunities are an important factor in cultivating donors, but only as long as the highest

quality can be guaranteed. We know that your development staff is looking for luxury, unique special entrée, and a seamless program—without all the challenges of negotiating international travel details themselves.

As travel experts with more than half a century of experience pampering guests, we offer you our services, so that you can relieve your own staff of the substantial burden.

Unlike programs you might find through a larger tour operator or local travel agent, each tour we create is uniquely customized to the client. The program is based in the hotels of your choice, in the destinations of your choice, and include cultural and historical activities and events that best reflect your organization's personality and mission. With our extensive knowledge of the world, we act as advisors to you on these particular details, as well as all other aspects of the program. We will manage all logistics along the way—but we can also step back and let you take over as much of the design and planning work as you would like. We offer you excellence and professionalism—under your trademark.



Ten Reasons to Travel with ATA



1. CUSTOMIZED TOURS mean that you offer us an idea—a whim, even—and we'll make it into an exciting travel program. We have the network and the resources to meet your interests, whether it's automobiles, ancient history, or architecture.

2. WE TAKE A NEW LOOK AT OLD GEMS

Our themed programs allow a traveler to return to a place they already visited, and then see it in an entirely different light. There is so much to learn about other cultures, and we're on a mission to keep at it.

3. IN-DEPTH CULTURAL DISCOVERY is ATA's trademark. Instead of just tourism,



we specialize in educational travel programs that appeal to all five senses. That means your travelers return from our tours with a more profound understanding and appreciation of a region than they had on arrival.

4. SPECIAL ENTRÉE that our travelers enjoy is evidence of ATA's vast network of important partners in all walks of life, from art to business, from architecture to literature. It's just another facet of our cultural journeys: you can expect special treatment when traveling with us.

5. OUTSTANDING STUDY LEADERS

who thrive on sharing their expertise with their fellow travelers. They might be artists, chefs, historians, veterans—or some combination thereof—but what brings them to ATA tours is a common thread: They are passionate about their subject, and they want to show you why.



6. OUR UNRIVALED TOUR MANAGERS routinely perform magic on tour, whether it is turning difficult situations into successes, ironing out any unexpected wrinkles, and they do it all with polish, grace, and subtlety.

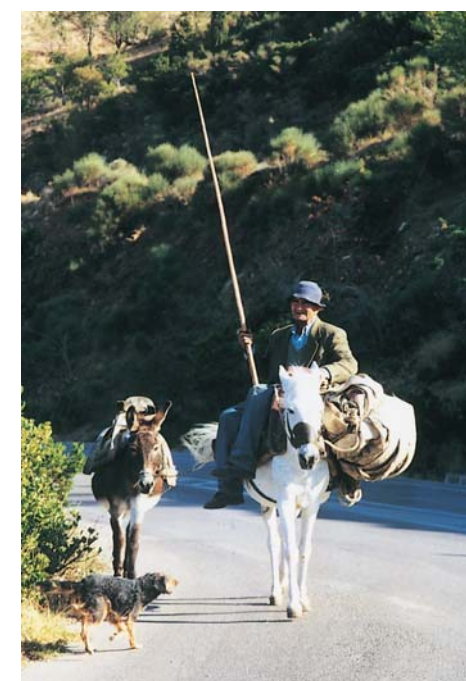
7. AN EXCEPTIONAL PROGRAM DEVELOPMENT STAFF that has lived and worked all over the globe. They each discovered a love for travel at a young age, and have chosen a career in which they can develop educational adventures that will inspire that same love in others.



8. WORLD-CLASS ACCOMMODATIONS that stray from the obvious. ATA puts a special effort into discovering charming regional inns and hotels that blend comfort with local color.

9. DEDICATED MARKETING STAFF with a knack for strategic planning, who fully understand the legwork that goes into promoting a fine tour.

10. TRAINED TRAVEL COUNSELORS that cater to each traveler's particular needs with expediency, alacrity, and the height of professionalism.



Here are just a few examples of tours we have created to suit our clients and their donors and patrons...

Museum of Contemporary Art, Los Angeles—Benelux and Paris

An exclusive look at private galleries and collections of contemporary art in the cradle of European artistic expression.

Shakespeare Theatre Company Opening Night in Stratford-upon-Avon

Offered the theatre's donors the opportunity to participate in the largest Shakespeare Festival ever mounted by the Royal Shakespeare Company. The Theatre's donors enjoyed a Shakespeare-focused program which included the Opening Night of their own company's performance of *Love's Labors Lost*, directed by Michael Kahn.

National Museum of the American Indian—Journey to the 51st Venice Biennale

A high-level donor trip to the world's most prestigious international festival for contemporary art, where a Native-American artist was one of the participants, included guided tours by Lord John Julius Norwich, and special behind-the-scenes access to many of Venice's treasures.

National Symphony Orchestra—Russia with Maestro Rostropovich

A rare and privileged glimpse of the former Soviet Union and the chance to travel with one of the most famous conductors of our time.

Urban Land Institute's Governor's Tour Baroque Jewels of Central Europe Budapest and Prague

high-level donors, in conjunction with one of ULI's conferences, discovered these two Eastern European delights through the eyes of urbanism, development, and preservation.

The United States Holocaust Memorial Museum—From Prague to Poland: The Route of Deportation and Lest We Forget: Memories of the Holocaust in Central Europe

These two somber, yet life-changing programs offered opportunities for major donors to learn about the Holocaust first-hand.

New York City Ballet—Patron Tour to St. Petersburg

A once-in-a-lifetime opportunity for patrons to see the ballet perform at the White Nights Festival.

Chief Executives Organization Post-Conference Tour of Normandy

A quick, yet grand extension to a conference in France for CEOs and their traveling companions.

The Phillips Collection—Paris

Members of the Phillips Collection attended the gala opening in Paris of the museum's traveling exhibit which included Renoir's great masterpiece *Luncheon of the Boating Party*.

Join these prestigious organizations that have used our customized travel programs:

- New York City Ballet
- The National Symphony Orchestra
- Museum of Contemporary Art, Los Angeles
- The Brookings Institution
- United States Holocaust Memorial Museum
- The Urban Land Institute Foundation
- The Phillips Collection
- National Museum of the American Indian
- Mount Vernon Ladies' Association
- The Shakespeare Theatre, Washington, D.C.

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A Love Affair with Travel

Imagine gathering together a group of self-made explorers who share a balance of intellectual curiosity and cultural sensitivity, a knack for languages, and an unquenchable appetite for adventure. Now ask them to create an ideal journey to a part of the world they adore. Can you think of a better job? Neither can we. At Academic Travel Abroad, we have done just this for clients like you for over fifty years. And we absolutely love it.

Our tours also reveal how well we know our travelers. They are discerning and sophisticated, thrilled about discovery, interested in presidents, but also in peasants. They are not satisfied with scratching the surface, because in their travels, they expect to better themselves. They want to experience and to learn, and they're accustomed to being comfortable while doing it. They seek a well-rounded, educational tour, a new perspective, and images and events that will linger long after the journey is over.

Fulfilling these desires is our specialty. Our in-depth cultural journeys delve into history and the arts, the flora and fauna, the cuisine and the crafts that define a destination. But what sets us apart is that we have the scope and experience to design tours that speak to your specific needs. Whether your preferences lie in sampling fine wines in the caverns of a French chateau, learning the art of car racing in Italy, or pondering dinosaur bones in the Colorado desert, you will find in ATA a seasoned, steadfast partner.

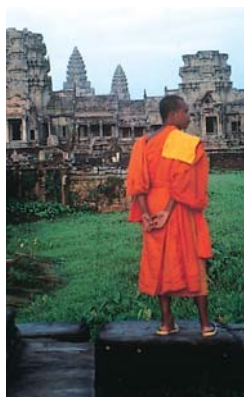
A TASTE FOR THE FINER THINGS

You can expect that even the most discriminating traveler will find little to complain about with ATA's fine selection of accommodations. That's because ATA seeks more than luxury when selecting its venues. We look for the gems of the region: often little-known hotels and restaurants that offer the outstanding quality and comfort our travelers have come to expect, enhanced by local flavor. These exceptional spots are often sights unto themselves—they become part of the cultural experience.

SMALL EPIPHANIES

It could be the sun setting on an ancient temple in Angkor Wat, or the first breathless glimpse from the summit of an Alpine peak. It might come from the sparkle in an old market woman's eye as she tries to bargain with you,

or the sight of children's spontaneous dancing when traditional music starts up. Famous sites might be full of wonder, but it's often these small epiphanies that make the most lasting impression; they are spontaneous, unexpected, and unforgettable. By nature, they cannot be arranged, but at ATA, we treasure these moments, and understand that they are often what makes travel so fabulous. So instead of jam-packing our days with sightseeing, we balance our scheduled events with ample leisure time. And we hope that with this comfortable variety, we can at least set the



stage for our travelers to benefit from these small epiphanies.

DISCOVERY MADE EFFORTLESS

There is little less appealing to the sophisticated traveler than feeling herded. At ATA, we value the intimacy—and the spirit—of small



groups. There tends to be a sense of providence in small numbers, and that's a feeling we cherish. By keeping our numbers to a manageable size, we are able to slip behind-the-scenes at popular destinations and to show our travelers another dimension to renowned sites. They can enjoy the charm of off-the-beaten-track hotels and restaurants, and visit jewel-like temples and small museums without the pressure of a crowd. Our groups fit on lithe boats that can dart in and out of the Greek isles or the waterways of Central Europe. They can also spend more quality time with the locals—whether they are Italian baronesses, Japanese calligraphy artists, South African vintners, or olive growers in Portugal's countryside. Also, with our smaller numbers, we have the flexibility to profit from chance opportunities that arise during a tour. Each traveler is guaranteed the meticulous

attention of our staff, easy access to the expertise of our study leaders, and the special entrée to wonderful sights that they deserve.

ADVENTUROUS TRAVEL WITHOUT THE FEAR FACTOR

We can certainly promise a cultural adventure. Your travelers might find themselves exploring backstage at the Verona Opera House or churning through narrow locks of Alsatian canals on a traditional barge, tracing the path of pirates along the eastern seaboard, or feeling the thunder of speeding steeds at Mongolian horse races. But we are not in the business of putting our clients at risk. Safety and security are our top priorities, and along with being street-savvy and resourceful, our staff is also fully trained in crisis management. Our attention to these details ensures the comfort and safety of your travelers, and imbues each tour with a sense of cohesion and trust that only enhances the adventure.

MEANINGFUL PARTNERSHIPS

At ATA, we take our partnerships seriously. We pride ourselves on our commitment to you—our clients—and we hope that you, too, see the rewards in your commitment to us. When we enter into a relationship, we take care to



foster openness in communication and an exchange of ideas, while providing a strong support system. We expect that teamwork will allow us to capitalize on the peaks in the travel industry—and take the valleys in stride. We look forward to forging new partnerships with the trust and confidence that characterizes those we have maintained for years.

ENJOY THE RIDE

For decades ATA has cultivated a network of trusted travel partners all across the globe. Combine our expert study leaders and our resourceful tour managers with skilled ground operators who can think on their feet, and you have the ingredients for a seamless tour. With such a strong support system, we can make even a complex itinerary in a developing country look effortless. What does that mean for you? You can offer your travelers a fantastic tour and then sit back to enjoy the ride. You can rest assured that we will take care of the logistics and the details—and do it quickly and quietly—so that your travelers can have a pure, hassle-free experience.

WE HAVE BEEN THERE

In these less certain days, travelers have much more to worry about than lost luggage. There's



no denying the fact that world events have taken their toll on the travel industry. But at ATA, we believe that today's circumstances make travel even more important. While other travel companies have folded in times of crisis, ATA has consistently relied on one of its best qualities: adaptability. We hunker down to weather the storm, and seek creative solutions to the problems at hand. Not only have we always pulled through, thanks to our expert financial management, we've come out swinging. Having kept our clients traveling since 1950 despite wars and recessions, we are well practiced in evolving to fit the nature of the world—and capitalizing on positive changes. We were one of the first travel companies to introduce Americans to Russian culture in the 1950s—at the height of the Cold War. We made it to China shortly after Nixon did. Our series of educational tours to Cuba was one of our most successful. We are one of the most reliable and reputable partners in the business and our programming staff is eager to work on different themes, and to create custom tours to fit your organizations specific needs and interests.

Innovative Approaches to the World

Academic Travel Abroad appreciates that there is always more to learn, even in the most tried and true, popular destinations. Aside from our explorations of lesser-known corners of the globe, we have honed the art of putting a new spin on familiar treasures.

Your travelers may have been to England and Ireland; but have they discovered their mystery writers or 19th-century novelists? Perhaps they've been to Italy as well. But have they explored the history and art of exquisite Italian glass, and watched some of the world's most talented glassblowers at work? What about a journey that explores the performing arts, such as the symphony or the ballet, which have risen from behind the former Iron Curtain?

At ATA, we have already mastered quality. We are best at combining that quality with ingenuity of itinerary design; and that's why every year we are proud to offer a collection of tours with exciting new themes. The possibilities are indeed endless and we are eager to discover new opportunities for innovative travel programs with you.

Just look at some of the themes we have worked on in past tours:

Automobiles

Formula One racecars in Italy, luxury touring cars of Great Britain.

Walks and Hikes

in the English and Italian country sides and mountaineering in the Swiss Alps.



Literary Programs

Mystery writers in England and 20th-century novelists in Paris.

Cultural Festivals

Edinburgh, Verona Opera, Venice Biennale, Naadam Festival.

Extraordinary Leaders

To us, every tour is like a Broadway production. We have to be able to guarantee that, on every tour, every day will be enjoyable, and that our audience leaves delighted. What are the two crucial ingredients in the success of any play? A well-told story and stage management so adept you don't even notice it. We consider our study leaders and guides are our storytellers—they are experts, academics, and artists who love to share their knowledge. By tying together lectures on history and culture with ongoing insights about life in each destination, they build an exciting plot for each tour. Our tour managers are responsible for the stage. They keep track of all the logistics and loose ends, and ensure that the buses move, local guides appear on cue, and museums open as planned. And they have to do it nimbly—without making a sound.



Together, our dynamic tour staff weaves countless elements into an exhilarating, flawless production.

Performing Arts

Theatre, ballet, opera, and symphony all over the world.

Historic Homes and Gardens

throughout Bermuda, the U.S., and Europe.

Train Programs

Rail explorations in Central Europe, Siberia, South Africa, Japan, India, and Switzerland.

Culinary Programs

The best of food and wine in Provence and Tuscany.



Natural History and Adventure

Back to nature in Australia, New Zealand, Iceland, and the national parks.

Sabbaticals

Month-long city-stays with in-depth language and cultural studies in Nice and Siena.

Luxury Retreats

Immerse yourself in French chateaux and British manor houses.

Architectural Programs

From Chicago's tall buildings to the Arts and Crafts movement in the U.K.

Family and Multi-Generational Programs

Explorations in Costa Rica, China, the U.K., Mexico, and the U.S.

Military History

From aviation in Russia, France, and the U.K., to War in the Pacific, battlegrounds of the World Wars, D-Day, and the Korean War.

Industrial Archaeology

Industrial technology and history.

Intense Art Focus

Post-impressionism and Cubism of southern France, Renaissance masters of Florence, private collections of contemporary art in Paris and the Benelux.

Christmas Programs

Holiday cheer in Bath, Canterbury, Prague, Dublin, and along the Danube.

The Decorative Arts

The intricacies of Fabergé, decorative glass, and interior design.



Themed

Ship-based Programs

Ancient civilizations of the Mediterranean and art, culture, and cuisine of the Côte d'Azur.

Arts Events

Venice Biennale, Berlin Biennale, and Edinburgh Arts Festival.