



# TRAVEL TIPS

## Avoid E-Morse And Get the Most Value From Your Next Vacation

(NAPSA)—According to the Travel Industry Association of America (TIA), 40 percent of Americans make all of their travel purchases online. Before the trip, however, many travelers worry whether they'll really get the postcard perfect experience promised online.

"E-morse," or the fear and anxiety related to not knowing exactly what you're getting for your money when making a purchase online, can be a common feeling. Without having been to the destination before, how is one to know if the "quaint bed and breakfast" booked online isn't really the local cockroach motel?

"Unfortunately, just because something is less expensive doesn't necessarily mean that you're getting the most value for your money," said Scott Nisbet of Cosmos, a leading tour operator company that provides the value and practicality of group travel to more than 30 countries, while still offering travelers time to explore on their own and is recommended year after year by "Arthur Frommer's Budget Travel Magazine." "Booking a packaged vacation is a one-step process and is of great value because you're getting everything—including hotel and airfare—in one price. Travelers just need to research companies known and renowned for their packaged trips."

To help travelers avoid e-morse, Nisbet offers the following tips for getting the best value before and during their vacations:

### **When booking your trip:**

- **Travel off-season.** Most



**Travel blogs, travelers' online journals, can be a great way to get to know a place before you go there.**

likely that's when you'll get the lowest prices. Just be sure you're ready to deal with the reason travel there is slow—which might include inclement weather.

- **Be flexible.** You might be able to book a cheaper fare by flying midweek, at an unpopular hour—such as early in the morning or late at night, or by booking your flight at the last minute.

- **Consider a package deal.** Whether you opt for an independent or group tour, package deals can be terrific values because they typically include airfare, accommodations, some or all meals, tours, transfers and other extras. Tour operator companies can take the hassle out of coordinating travel because they make all the arrangements, often at a price substantially lower than if you booked all elements of the trip on your own.

- **Read travel blogs.** These online journals where travelers

record the experiences they had on their trips with notes and photographs, such as the ones found at MyTripJournal.com, can be a great way to get recommendations on where to stay and what to do during a vacation.

### **When you get there:**

- **Find free entertainment.**

Churches, outdoor monuments, and parks can all be free ways to gain insight into the history and culture of your destination. Hang out in open-air food markets; look for street festivals and flea markets. There are plenty of ways to experience your destination without having to dish out any cash.

- **Look for discounts.** Many museums offer reduced admission on certain days. Also, if you're 60 or over, carry identification and you may get discounts at theaters and other attractions.

- **Hang with locals.** Instead of going places that "everyone" from out of town goes, ask someone who lives there where the locals hang out. Not only will the costs probably be less, you'll get a better perspective on the destination's culture.

- **Dine out for lunch and grocery shop for dinner.** If you're dying to try the local cuisine, make lunch your main meal. It's generally less expensive than dinner and will still give you a chance to indulge yourself. To save money on other meals, explore local markets. Enjoy a picnic in a local park.

For more information, call toll-free 866.313.2845 or visit [www.cosmos.com](http://www.cosmos.com).