

Travel



Their lives were "real" enough. They experienced actual physical sensation, lived the gamut of real emotions. Only they probably lived more, far more, than we do. The bio-computer guaranteed more exciting events in their lives, guaranteed richer sensations, guaranteed vivid emotions. And, as we all know, most of us tend to avoid extremes of excitement, sensation and emotion.

Most of us. Some of the time. Most of the time. Unitours of Toronto, the people who pioneered Cuba in the early seventies, are offering something comparable to the bio-computers of this future world. Maybe what they are offering isn't for everyone all the time. However, their offer maybe for most of us some of the time.

They have come up with a concept that's new in the

Flirting With Fantasy

travel business, they don't just jet you to a destination! They have several holidays which jet you to several destinations... and only one aspect of the destination is geographical.

These holidays do not simply offer you a chance to visit a different country, they offer you a chance to experience a different lifestyle.

The word "chance" is important. Unitours have come up with vacation packages that offer the opportunity to experience something different. These packages include almost everything: jet fare, hotel accommodation, tips, three meals a day, sports and even wine

with meals. That's everything, right?

Wrong. Unitours cannot supply the willingness to be something different. Unitours cannot supply the courage to experience freedom and sensation. Unitours can offer the opportunity for living out a week or so of fantasy, but the biggest item is not included in the package.

And that item is your imagination, the degree of your liberation. Your ability to turn opportunity into real sensation, into a real experience.

Unitours have four packages, Hedonism, Edenism, Couples and Cuba for which they have become justifiably famous. Couples is the

latest idea in Unitour's new concept of holidaying.

First of all, Couples is both an all inclusive vacation package and a resort. The physical plant, the hotel, is located on a private bay in Saint Mary, Jamaica. As the name indicates, the package and resort is for couples only. No children. No families. No triple bookings.



Couples includes everything possible in the price you pay. Nominal government imposed departure and transportation taxes are excepted. Once you pay the package price - between \$1190 and \$1550 PER COUPLE... air fare, hotel accommodation, three meals a day, drinks, sports, entertainment, tips and even cigarettes are taken care of.

The accommodation is luxurious (every room has a private balcony), and the food and drink are superb. There are no planned activities, but there are ample facilities, for swimming, sail-

ing, snorkeling, dancing, tennis, cycling, and horseback riding. Couples do what they want, when they wish. The piano bar, for instance, closes only when the last couple goes to bed. There are no restrictions on dress.

Couples is a place and opportunity for couples to experience freedom and sensation. A place and opportunity to love in a setting that offers both modern luxury and almost savagely beautiful tropical nature.

Now comes the question. Do Unitours really offer a lifestyle package, or is Couples just another vacation at

just another resort? Do they really offer something different?

The answer is yes. Unitours do not, however, possess an advanced bio-computer that can guarantee adventure, sensuality and sensation.

Like the rest of us they must deal with present-day technology and present-day imagination. But, within those restrictions, they have managed to offer the opportunity for a lifestyle escape from our day-to-day world. Unitours have succeeded by including everything possible for good fantasy-making. You can make of it

what you will. They offer the opportunity, but no more.



By Michael Bradley
And the biggest item is not included!

SYNDICATED TRAVEL NEWS - Okay. Once upon a time there was this science-fiction story. It was about a world of the future plagued by over-population, but this advanced society had a solution. They put their people into these little cells where almost any sensation, any scenario, could be simulated by computerized bio-technology.

in these cells. You could choose a Wild West programme and the bio-computer would guarantee you a long and sensation-filled life as, say, Billy the Kid or Annie Oakley. Or, you could choose an Ancient Roman scenario and you'd be supplied with life-long and life-like events and sensations belonging to someone like, say Marc Antony or Cleopatra.

Were these fantasies "real", or did the people of this future world live meaningless shams? Well, the answer is simple.

People in this future world spent their entire lives.

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Rent a Car Horrors

A HORROR STORY WITH A HAPPIER ENDING

By M. Bradley

SYNDICATED TRAVEL NEWS - MAYBE THIS STORY SHOULD BE ENTITLED SOMETHING LIKE "DEALING WITH THE RENT-A-CAR MONSTER." It is a true story, too. A friend of mine, a Toronto public relations executive recently took a trip to the United Kingdom. He planned to spend only a week in London on business, mostly, but he took his family along for a little holiday combining business with pleasure. For both business and local sightseeing a car seemed in order and my friend planned to rent one.

Well, once settled down in the hotel my friend let his fingers walk through the yellow pages and he called all the major car rental companies in a London suburb. He finally found exactly one firm with a car for rent. Silver Jubilee year did produce its strains and this was certainly one of them!

He wanted a small car, an automatic. He wanted it delivered!

THE CAR RENTAL COMPANY SAID THAT THERE WAS ONE CAR AVAILABLE. It wasn't possible to have it delivered to the hotel over the weekend! The helpful clerk informed my friend that if he wanted a car for the weekend he "would be better off" to go to one of the firm's offices. With a carless three days of a week's visit as the alternative, my friend travelled across London... to find that the price of the small car by American standards was £15 per day and 15p. per mile. Thirty dollars and thirty cents respectively. The clerk shrugged and my friend balked at the price. Take it or leave it.

He almost left it. What decided him to rent the car was another customer who came into the office. This customer had been all over town looking for a rental car, too. "If you don't rent that car, I'm going to," this man told my friend.

That being the case, my friend decided that either there was not going to be much sightseeing and business or he was going to have to pay thirty dollars a day and thirty cents a mile for a not too clean "puddle-jumper" he didn't really want. He took it.

MAYBE THINGS HAVEN'T GOTTEN AS BAD IN NORTH AMERICA as in Europe and the U.K., particularly in Jubilee year, but it is apparent to everyone that car rental companies are making the most of a seller's market. In spite of their advertising, many of the major rental companies know very well that they don't have to offer service and economy. The rental business in North America generates 1.5 billion annually with about 12-15% growth per year. There are a lot of willing customers around. The car rental industry is making enough money without having to live up to its advertised concepts of courtesy and service.

On the plane back from the U.K., my friend related his car-renting experience to another passenger, a surprisingly sympathetic one who not only listened to the sad story but who had heard plenty of similar ones before. Such stories had made this passenger pretty successful. The passenger was Hawley Tennant of London, Ontario.

Tennant, President of Holiday Rent-A-Car, has made dramatic inroads in a field dominated by multi-national corporate giants. During the past ten years, Holiday Rent-A-Car has expanded across Canada and the United States from modest beginnings in - London, Ontario to 150 outlets and growing at a rate of knots.

How? Why?

Tennant realized that the established, giant car rental companies were taking advantage of a seller's market and that service and economy might be subjects for advertising lip-service but were really a thing of the past. Tennant reasoned that a new company offering customer service would become successful. He decided that service and economy could be best established and maintained if a rental company operated on a franchise system of independent owner operators. In other words the owner was never far away from the front desk, still the cornerstone of success in business.

Tennant was right and Holiday's growth is dramatic proof. Holiday's network of independent owner-operators all have to compete with the rental giants in their local markets. All know that they have to compete using super courtesy and super service. Holiday's operators really have to try harder. Tennant's franchise system guarantees it and their success proves they deliver.

UNFORTUNATELY FOR MY FRIEND, HOLIDAY HAD NOT YET EXPANDED INTO THE UNITED KINGDOM. But Holiday is flourishing across Canada and moved into the United States in 1974. The service ethic is being reborn in the North American car rental industry. Holiday when not located at an airport will deliver a car to meet an incoming passenger and arrange pick up on departure.

And who knows? At the rate that Holiday Rent-A-Car is growing, this Canadian company might just hop across the pond in time for my friend's next trip to Europe.

After all, Tennant was on that plane...

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