

The Oconee Enterprise Lifestyles

Bargain versus value what's the difference

Is this really a deal, or is it a nightmare waiting to happen? A colorful ad in a magazine catches your eye, and you pause for a second look. Attractive, tan people relaxing on a perfect beach, not a cloud in sight, and you sigh inwardly thinking, When will that be me? Then the inevitable line that reels you in—the rock-bottom price tag shown in a bright splash of color in one corner of the ad. This must be too good to be true. Could that really be you in the soft sand for such a low price?

The best advice is exactly as you suspect—buyer beware! There are numerous vendors preying on busy professionals who need an escape from the daily grind, and they can dress a pig up like a princess better than you can imagine. Just as consumer products are often sold as something other than they are, so

are many of these vacation packages.

Our lives only get busier and everyone needs to get away once in a while to recharge and replenish. These moments are few and far between, and should be fully enjoyed and cherished.

You expect value when you spend your time and money to go on vacation. It should live up to your expectations to make some of your most precious memories with your family and friends. Make them count!

How do you know the difference between a pre-packaged bargain and a meaningful vacation experience? The best rule of thumb is that if the package sounds too good to be true, it probably is. That doesn't mean you need to blow your budget on an exotic travel tour. You should always enjoy the



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experience you have and feel good about what you've paid to get it. That's where value steps in.

When planning for those rare moments of escape, solitude, fun and adventure, always plan specifically with your own interests and goals in mind. Instead of settling for the components included in a pre-packaged offer, choose a destination and design activities that interest you and suit your specific needs. It is so important to plan and establish a strategy to get to the places on your bucket list, to take

on adventuresome challenges, or to visit landscapes of your dreams.

Each of us has limited time for enjoyment, and that time should be spent wisely. Have an adventure. Live life with fun infused. Make it as awe-inspiring and pleasing as possible.

Who doesn't want to entertain their children or grandchildren with stories of adventures, or better yet, give them memories of their own to relish?

I encourage you to be intentional about your travels rather than being captured by flashy offers of rock-bottom pricing and misleading photos. You've got so much to see and do, so make it happen!

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