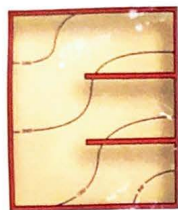
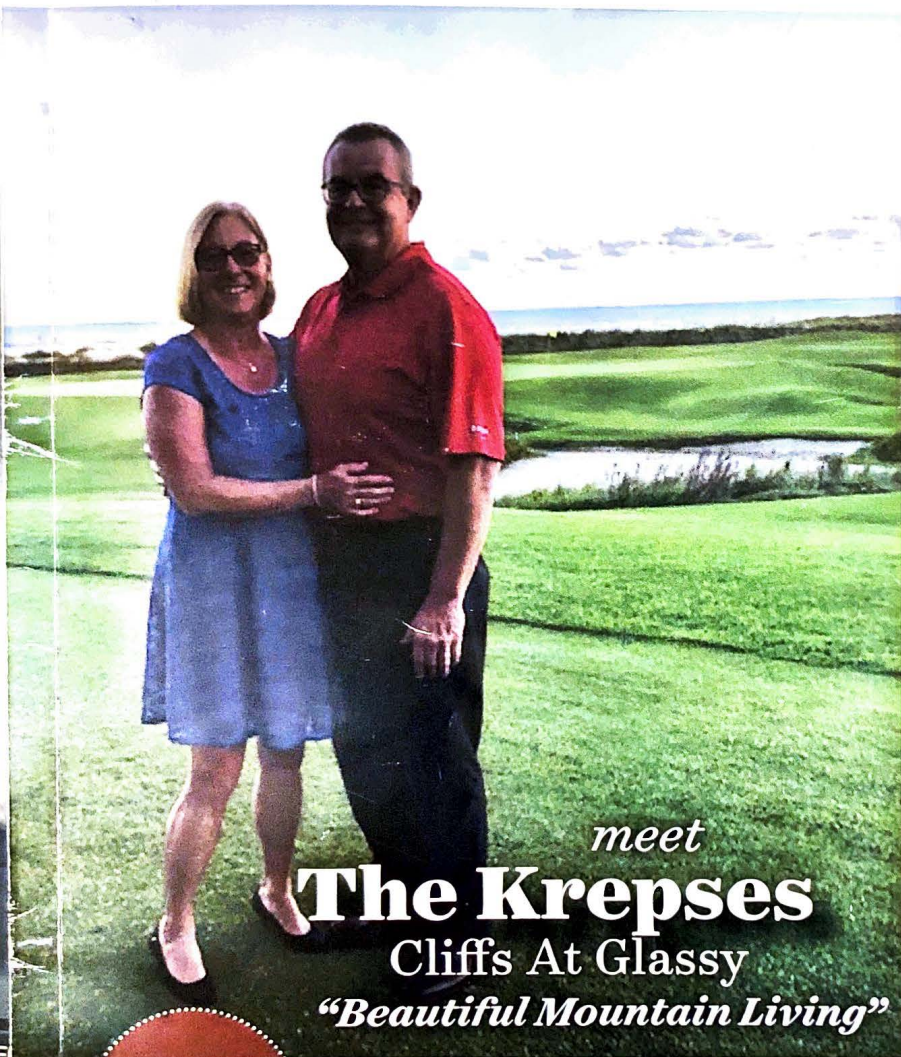


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Elevation Living™

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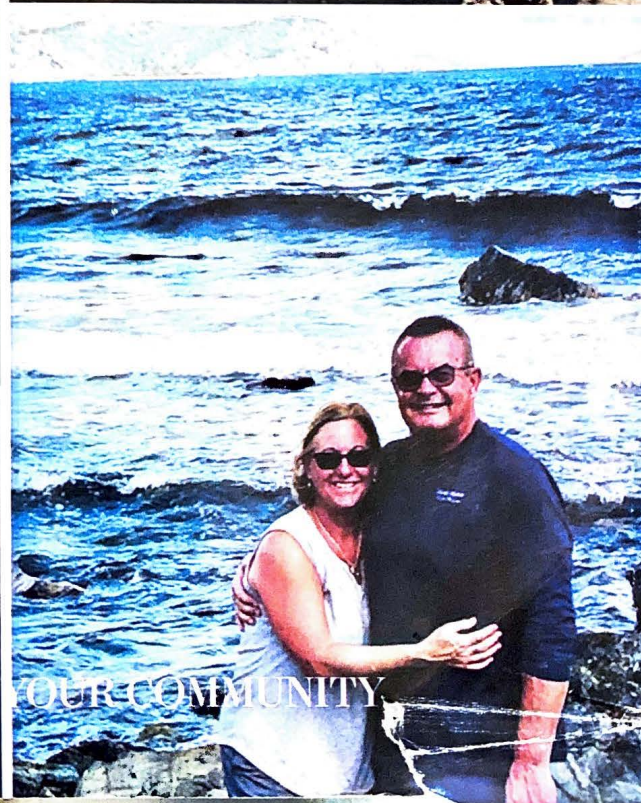
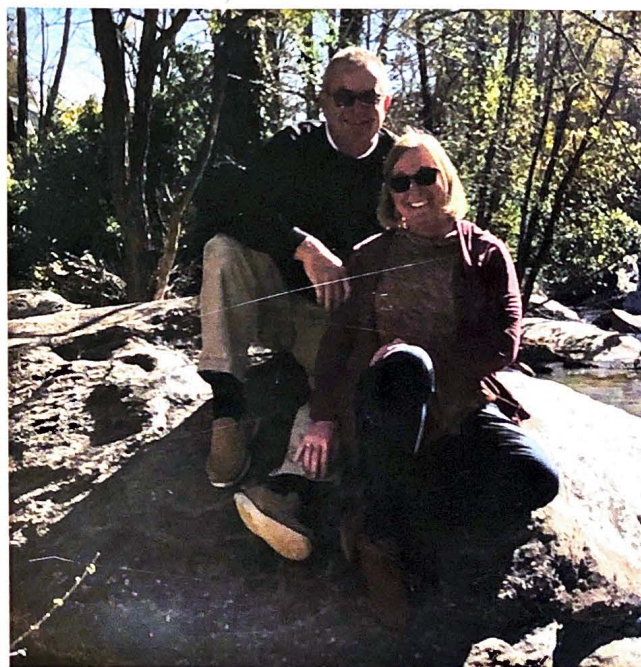
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sponsor spotlight

By Betsy Harter Marketing Director Global Escapes

Global Escapes

A Full-Service Travel Consulting Company

Provides Expert Travel Insight

Global Escapes CEO Tiffany Hines didn't plan on a career in the travel industry. In fact, she was studying childhood education at the University of Georgia in 1988 when her mother, Ella Grondahl, moved to Athens, Georgia, to open the travel consulting company.



Global Escape's CEO Tiffany Hines

"I began working for Global Escapes during college to help my mother out, but I soon discovered that not only was I passionate about travel, but I also had an insatiable curiosity about the world and other cultures," Tiffany says.

Tiffany loved working with her mother, connecting with clients, and being immersed in the details of travel planning. As she embraced this new role, she became intensely driven to deepen her



Global Escapes Founder Ella

knowledge of the industry. Upon graduation, she invested her talents and efforts into travel consulting and has never looked back.

Although Ella has now retired, Global Escapes continues to be a family affair. Ella assists the company with accounting while Tiffany works to train and grow her team of professional, knowledgeable travel advisors. Tiffany's husband, Chris, serves as the CFO while balancing a career as a film producer.

"When I tell people about my profession, the most common response is, 'People still use travel agents?' and my answer is always a resounding 'Yes!'" she says. "The advent of technology, including the Internet, has been wonderful because it puts all of the information we could ever want in our hands through our cell phone or computer."

On the other hand, she continues, technology has generated as much confusion as it has provided information. Would-be travelers often try to plan a trip themselves. They begin by asking for opinions from friends and researching airfare, hotel prices, and travel offers online. They soon become overwhelmed by the number of options available. Their confusion leads to frustration and sometimes even the abandonment of the trip altogether. Enter Global Escapes.

"Travel is supposed to be relaxing and fun," Tiffany says. "Think about why you travel...it's so you can connect with your loved ones or learn about a new culture. These precious experiences are innately personal and unique to each traveler, so trusting the planning of these moments to an online booking engine doesn't make sense."

Through long-term relationships with clients, Global Escapes strives to eliminate the stress of travel planning so that clients can enjoy meaningful travel experiences with loved ones while exploring the world in a unique way. Tiffany and her team provide personal, relationship-based travel planning in three steps: connect, collaborate, and conquer. First, advisors "connect" simply by getting to know the client on a personal level.

"Our goal is to get to know the client, their travel preferences, and their likes and dislikes," Tiffany explains. "We want to know everything from what their favorite hotel is to what activities they like to do on the weekends. Each bit of information we gather helps us with the details that will make their travel experiences unforgettable."

As they "collaborate," the advisors tap into their wealth of experience and network of resources to craft an itinerary that is as unique as the traveler. Finally, they help each client "conquer" their bucket list.

"We want to make reaching those dream destinations so simple, all our clients have to do is pack their bags," Tiffany says.

While the client indulges in daydreaming about the trip to come, the Global Escapes team is at work behind the scenes confirming restaurant reservations, spa appointments, and special excursions. They are building the essential framework of flights, hotels, and tours. In the final weeks before travel, advisors meet with their clients to provide them

with everything they'll need, including a custom travel app that houses detailed itineraries, travel documents, local guides, and even turn-by-turn directions to activities and excursions.

The company's list of leisure travel services is extensive: Family vacations, relaxing getaways, bucket-list adventures, and milestone celebrations. They also provide corporate travel assistance for those who spend much of their career on the road.

Global Escapes recently achieved substantial recognition in both the travel industry and in the business world. This past summer, Tiffany was elected to the board of directors for the travel industry's national organization ASTA—the American Society of Travel Advisors. Earlier this year, she received the Women in Business Champion Award from the Georgia chapter of the Small Business Association, as well as the Angel Award from the Junior League of Athens, which recognizes a member who advocates for women and children in the local area.

Although Tiffany has been fortunate to travel the world during her 30+ years in the industry, two experiences have truly left their mark. On safari to Zimbabwe several years ago, Tiffany and Ella enjoyed breathtaking sunrises and wildlife encounters together, all while taking the time to savor their close relationship, friendship, and partnership.

"That trip was just profound in so many ways," she remembers. "The skies were so beautiful, the stars and the Milky Way...it was just amazing, and I'll forever cherish those memories with my mother."

While the vistas and close encounters in Africa were exhilarating, the serenity and relaxation of traveling to the South Pacific with Chris make her memories of Tahiti and Bora Bora another favorite. ...



Global Escapes Team

These precious experiences are innately personal and unique to each traveler, so trusting the planning of these moments to an online booking engine doesn't make sense.



"My ideal vacation is and will always be a quiet, beautiful beach," she says.

Tiffany and Chris travel often with their two daughters, Christiana and Emerson. In the last year, they have enjoyed Alaska and Mexico as a family, and they have their own "bucket list" of future destinations to enjoy together.

"Travel changes people," she says. "It creates an understanding of cultures, which creates empathy and bridges the divide between places in the world. People work so hard, and they need to take some time out to refresh, reset, and reflect."

Global Escapes is ready to make sure that happens. Call or visit Global Escapes online to request an initial consultation so that you can experience the trip of a lifetime, explore the wonders of the world, or simply get away from it all.

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Global Escapes Headquarters



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