



EF Go Ahead Tours Unveils New Loyalty Program

Club Go Will Reward Travelers with Future Travel Benefits

CAMBRIDGE, MASS. (August 22, 2018) – Today, EF Go Ahead Tours unveiled its new travel loyalty program, [Club Go](#). The new program is designed to continue to build a strong sense of community among our travelers and reward them with perks to use for future travel. The program, which consists of five levels, offers Club Go members travel rewards such as:

- Experience credits to customize tours with excursions, upgrades, and more
- Travel credits to put towards future trips
- Referral credits
- Collectible moment and milestone badges
- Flexible rebooking benefits
- An online hub for rewards, inspiration, and more

“At Go Ahead Tours, our customers are at the heart of every decision we make,” said Heidi Durflinger, President of EF Go Ahead Tours. “As such, we are constantly reevaluating our programs and offerings to ensure that we are providing the best experience possible. In doing so, we felt there was an opportunity to better show our appreciation for our loyal travelers. Our new program, Club Go, is focused on just that—making our travelers’ experiences as seamless, memorable, and fun as possible while also better helping to connect our community of travelers with one another.”

All Go Ahead Tours travelers will automatically be enrolled in Club Go. Even those who have not traveled yet are welcome to [join the club](#) for access to exclusive content and travel deals. As travelers go on more tours, their rewards will grow. The Club Go levels are:

- Dreamer – 0 tours
- Trailblazer – 1-2 tours
- Explorer – 3-5 tours
- Voyager – 6-9 tours
- Globetrotter – 10+ tours

“It felt only natural to reward our travelers with the thing that we know they love and value — more travel,” said Durflinger. “For us, the reward is seeing our travelers going on tour year after year, and it’s been so exciting to see the increase in travelers who are going on their 5th, 10th, 20th, even 60th tours! We wanted to develop a loyalty program that would continually recognize our most loyal travelers, so things like Welcome Home credits for every traveler who returns from tour, free travel for every 20 tours, and even Business Class upgrades for every 30 tours felt like the most appropriate way to show our appreciation.”

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