



# Toolie's Business Travel Newsletter

## July 2004

### Web Seminar on International Travel

Just in time for the summer travel season: Toolie the Travel Guide™ is conducting Web Seminars on "What You Need to Know to Travel Internationally." This detailed presentation walks you through preparations for traveling outside the country. Whether you are about to leave for your international trip, or your trip is months away, the information in this seminar can help you avoid common mistakes that could cost you time and money.

Don't miss this opportunity! The first two seminars are next week, July 12th and July 14th, and they are being offered at HALF-PRICE, just US\$20.00. Click the links below to sign up on the WebEx Live web site or visit <http://www.tooliethetravelguide.com/speeches.html>.

Monday July 12 -- 6:00 p.m.  
PDT (9:00 EDT) (35 seats)

<https://webexlive.webex.com/webexlive/tool/meeting/workshopinfo.php?ConfID=290004184>

Wednesday July 14 --  
5:00 p.m. PDT (8:00 EDT)  
(35 seats)

<https://webexlive.webex.com/webexlive/tool/meeting/workshopinfo.php?ConfID=290004185>

P.S. Forward this email to your friends so they can participate too!

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### This Month's Travel Tip: Toolie's Triangle of Travel Costs

In the late 1980s, (long before the Internet became accessible to the average consumer) I began booking my own travel online using EasySabre on CompuServe. I'm one of those rare people who actually likes traveling and goes out of my way to do so. In my many years of travel, I've discovered and proven what I call the Travel Triangle of Costs that is the secret to finding a travel style that works for you. There are 3 elements that affect your travel plans:

- Time
- Effort
- Money

Basically, if you spend more Time and Effort on your travel plans before departure, you have the opportunity to spend less Money to get where you're going. For most business travelers in this economy, spending less Money has become a real priority. One of the hidden benefits of spending that up-front Time and Effort is that your trip also can go more smoothly.

Here are some examples of what I mean:

- If you spend the Time and Effort to research your own airline fares, you can avoid the service fee charged by most travel agents (which averages \$20-25 per ticket). Don't misunderstand me: I like travel agents very much, and I don't begrudge them their fees. Doing your own reservations is just one of many choices you can make. If you're a consultant paid by the hour, then spending an hour looking for flights might not make sense in your personal economy. You then rely on someone else's Time and Effort, but you spend a little more Money.
- If you choose airline or hotel loyalty over relative cost, you can often spend less Time and Effort to get your reservations in place. You may spend more Money up front, but many of those programs will pay you back by providing redeemable points for free flights and free hotel stays. In some cases, you have to spend the effort to fit your schedule to the available flights, but airline loyalty also brings with it the opportunity to upgrade from Coach to Business or First Class. For some travelers, having that upgrade capability is top priority, and they're willing to get up at the crack of dawn and take the first flights out of town to get that comfortable seat and a meal. (Yes, I happen to be one of those people!)
- If you decide to take a cab back to the airport instead of using mass transit or a shared-ride van, you get to control your departure time from your location, and in some cases you may arrive in less time than using the other two options. You spend less Time

and Effort to get to the airport, but most often it will cost you more Money. Now, if you're running late, that extra money spent on the cab will probably be less expensive than missing the last flight out of town and having to stay an extra night in a hotel (not to mention how unhappy those at home will be that you're delayed).

Sometimes it makes sense to spend more Money. Sometimes you have to take more Time and expend more Effort to save Money. The decision process is entirely yours (or yours balanced with your company's travel policies), and the recognition of how these three elements work together can help you formulate a travel style that will work for you and your bank account.

### [Book Expo Exhibit](#)

I was delighted to meet many of you in person at the Book Expo America at McCormick Place in Chicago, where Tooliedotter Press sponsored an exhibit booth. My staff and I distributed over 800 of the very memorable, star-shaped, blinking pedestrian safety lights to attendees. More than 100 people participated in the annual Toolie Travel Survey for 2004, conducted online right in the booth.

### [Toolie The Travel Guide™ Website](#)

The ToolieTheTravelGuide.com website launched on June 4th, the same weekend as Book Expo. The site is where you'll find information about Toolie's Web Seminars and speaking engagements on travel and technology, the Toolie Access Guides™ and Toolie Travel Guides™, archives of this newsletter, and other travel resources. Visit <http://www.ToolieTheTravelGuide.com> regularly!

### [Toolie Travel Survey for 2004](#)

The Toolie Travel Survey is an annual survey of travel habits of business travelers. This year's survey results are being used to shape the development of the Toolie Travel Guides™ that are due to be published in 2005. The survey is still open for input through July 31, 2004. If you have not already participated, please visit the link below.

<https://www.surveymonkey.com/s.asp?u=78464507604>

### [Upcoming Presentations](#)

Toolie will be presenting at the prestigious National Speakers Association National Convention in Phoenix, Arizona on July 17. Joined by David Lee of WebEx Live, Toolie will discuss the use of web seminars to expand one's professional speaking business.

### [The Toolie Access Guides™](#)

The first round of Toolie Access Guides™ is currently in development. These downloadable electronic guides in Adobe Portable Document Format (PDF) are written specifically to meet the needs of business travelers. Unlike guides written for the leisure market, Toolie Access Guides provide information by city about airports, transit, convention centers, areas of commerce, wireless Internet access ("hotspots"), support services such as office supply and shipping, and other helpful information business travelers need to get their jobs done while on the road.

The first guide is already in its testing phase, and a number of guides are due to be released after September 1, 2004. We'll have more information about the Toolie Access Guides™ in the August newsletter, and you can read more about them at <http://www.tooliethetravelguide.com/accessguides.html>.

Toolie can also provide custom guides written for your convention center, your corporation, or your event, large or small. Contact [JocelynG@ToolieTheTravelGuide.com](mailto:JocelynG@ToolieTheTravelGuide.com) for more information.

### [Toolie's Travel Plans](#)

Besides the trips already made to Chicago, Atlanta, Orlando, and San Francisco, Toolie will be visiting Paris, London, and several other international cities by the end of 2004 in preparation for the release of the first Toolie Access Guides™. If you have a city or cities for which you need guides written, please send your suggestions to [JocelynG@ToolieTheTravelGuide.com](mailto:JocelynG@ToolieTheTravelGuide.com).