

Active over 50[®]

Resource Guide for Boomers and Seniors

SPECIAL TRAVEL ISSUE

Looking for
Your Next
Adventure?

In this issue:

Top 125
Worldwide
Trips for
Boomers &
Seniors

Rick
Steves

#1 Europe
Travel Guru

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ActiveOver50.com

Spring 2016 Issue



Touring the Rhine River

Rick Steves

Age: 60

Family: Son Andy, 28 and daughter Jackie, 26

Education: University of Washington, B.A.

Occupations: Guidebook Author, Public Television TV Host, President and CEO of Rick Steves' Europe

Residence: Edmonds, Washington

Accomplishment Highlights:
(partial list)

Host of America's most-watched travel show on public television *Rick Steves' Europe*

Host of the nationally-syndicated travel public radio show *Travel with Rick Steves*

Author of *Europe travel column* syndicated by Tribune Media Services

Author of the popular *blog Gone Europe* and *Facebook page*

Popular *tour operator* that takes 20,000 travelers to Europe annually

Philanthropist supporting a wide range of issues including homelessness, poverty and the arts

Drug policy reform activist. Co-sponsor of I-502, the initiative that legalized marijuana in Washington State

Awards & Honors
(partial list)

Lowell Thomas Travel Journalist of the Year, Society of American Travel Writers

Wittenberg Award, Luther Institute

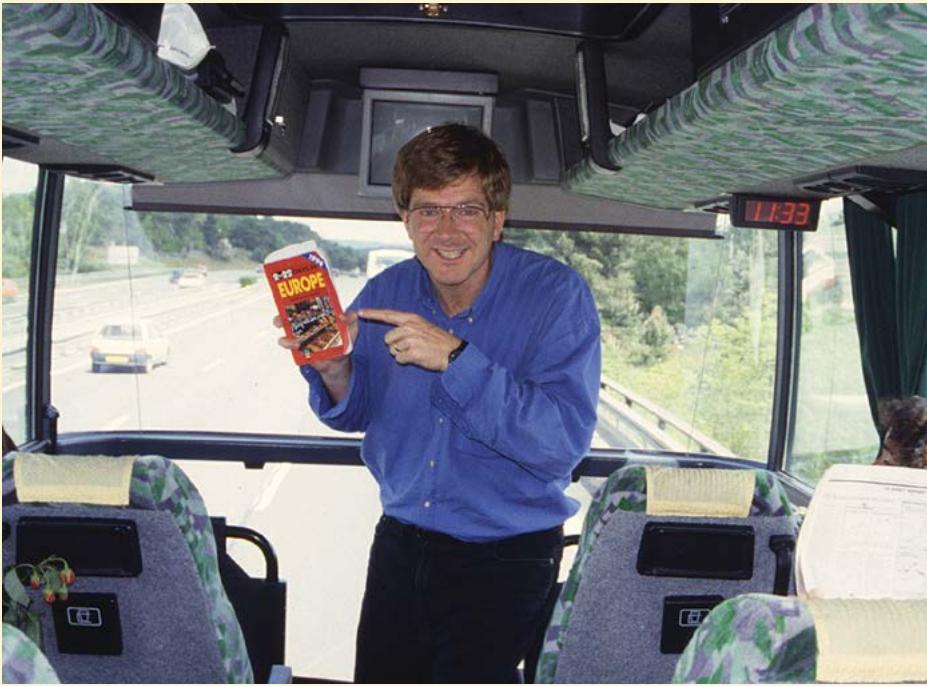
Outstanding Friend of Europe, European Union Citizen Diplomat Award, National Council for International Visitors

Books

Author of more than 50 guidebooks on European Travel including America's bestselling international guidebook *Rick Steves' Italy* and the popular travel skills handbook *Rick Steves' Europe Through the Back Door*.



Teenager



Tour bus 1994

GETTING TO KNOW RICK STEVES, RENOWN TRAVEL EXPERT!

By Marsha B. Felton



First tour

MBF: You started 'Europe Through the Back Door' in 1976 as a 1-man business. What have been your guiding principles to achieving phenomenal success?

RS: I help Americans travel smarter and more thoughtfully. My focus is Europe. I love spending four months a year in Europe, bringing back lessons I learn, then design that information in whatever ways will help people travel better. By staying focused on this mission, we thrive. I'm "preaching" the same things now as I did as a college

student. The difference is today I have over 100 wonderful people that work with me and technology beyond my wildest dreams to amplify my teachings and my thoughts.

*"I measure my profit
not on dollars earned
but on trips impacted!"*

MBF: What are the biggest challenges and recent trends you have seen that you foresee will continue in the future?

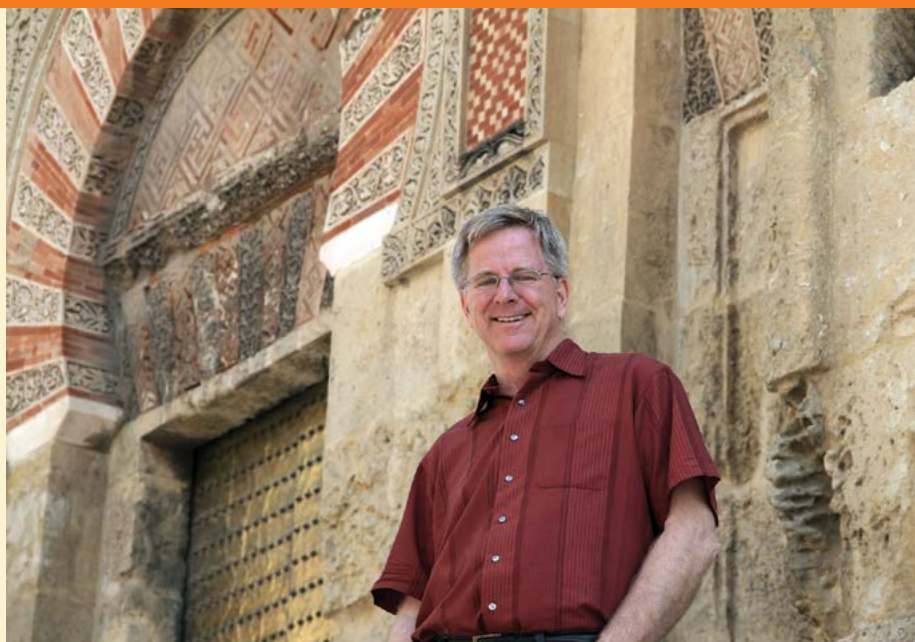
RS: One trend people need to deal with is crowds. Many tour Europe and choose well-known places such as the Eiffel Tower, Anne Frank's House, etc. It is important for American travelers to be on the ball and recognize that 95% of Europe is beyond the crowds; there are many places with a warm welcome that are not crowded. I find there are two IQ's of European travelers: those that wait in lines and those that don't!

Another challenge: For Americans, with the shortest vacations in the free world,

"Another challenge is to travel in a way we get out of our comfort zone, to broaden our perspective and come home with the most beautiful souvenir which to me is empathy for the other 96% of humanity. To experience a better appreciation of culture, cuisine, history, art and nature, an opportunity to travel in a way that is transformational. You return a different person, a better citizen of the planet."

how do I use my precious vacation days smartly? The idea being our time is as precious and limited a resource as our money. My job is to cut through the superlatives so people can have the most travel fun out of every mile, minute and dollar of their vacation.





Touring Granada

"After 25 years of leading travel groups, I've been taught 'age only matters if you're a cheese,' and 'it's never too late to have a happy childhood.'"

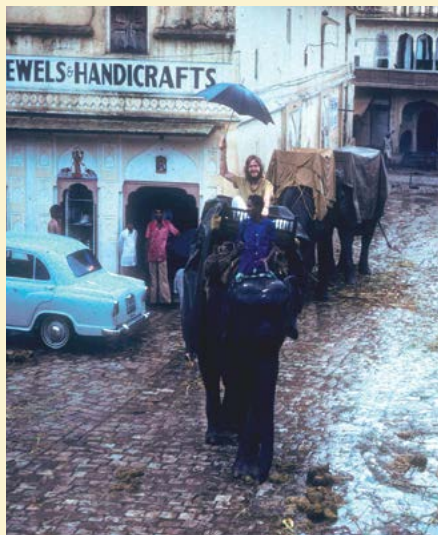
MBF: Your tours have an impeccable reputation. 80% of your tour participants are age 50+! What are some reasons for boomer/senior travelers to go to Europe, and if they've not been, to Europe for the first time?

RS: I'm envious of anybody who is over 50 and has never been to Europe. What a beautiful thing to look forward to! It's always important to make decisions so you do it right, have stress-free and pleasurable experiences. We have small groups, 24-28 people, half the size of most tour groups and outstanding professional tour guides.

MBF: What is the most grueling thing about European travel for older travelers?

RS: Heat and crowds. It's exhausting to be in the Mediterranean area in the summer. I like July and August

in Scandinavian countries, England, Scotland, Ireland, with long days and good weather, which enlivens the countryside. France, Spain and Italy are better touring after the summer.



MBF: You spend 4 months a year in Europe. How do you take care of your remarkable business growth while researching, producing TV shows, and traveling 1/3 of each year?

RS: I've been doing this for 30 years. Two-thirds of that time I am alone, working on my guidebooks, scouting TV shows and researching for my tours; one-third of that time I am with my team creating TV shows. I'm not the

day-to-day runner of my company, that's not my forte. While I'm the CEO and own the company, my responsibility is to bring home lots of raw material, produce the tours and many programs we offer. I have a wonderful team that holds down the fort while I'm overseas.



MBF: What is one item you take on every trip; what is one fun fact about you?

RS: I always travel with noise-reduction headphones. They help dull the hum of airplanes and chatty seatmates. I snooze, think, write and enjoy music. I also use them on buses, trains and if a hotel is unusually noisy. Fun fact: I fly economy and I am not in any airline frequent flier program.

MBF: Your travel shows are the most popular on and have raised millions of dollars for public television...how did you get started and why is public television so important to you?

RS: Twenty-five years after our first pilot program, we're the most widely distributed travel shows on public television. We have over 100 shows in circulation covering Europe from top to bottom. I'm so proud of my crew. I spend a lot of my time traveling around the U.S. reminding people what



Touring Ireland



"Of course, travel, like the world, is a series of hills and valleys. Be fanatically positive and militantly optimistic. If something's not to your liking, change your liking."



Early days

a treasure it is to have one place on the media dial that respects our intelligence and brings us programming not driven by a passion for advertising but driven by a passion for helping us better understand the world.

MBF: You are a social activist and philanthropist. What is one of your favorite causes and why?

RS: One of my favorite causes is 'Bread For the World,' a lobbying organization

based in Washington D.C. I leverage my charity dollars in a way that speaks up ('lobbies') to our government on behalf of hungry people and their impact here and around the world.



Favorite pastime

MBF: What do you do for diet and exercise?

RS: When I return from four months working 10-hour days in Europe, I feel younger and healthier! I avoid desserts and have a sense of eating healthy. In Europe, I eat what's called a 'zero-kilometer meal,' foods that are locally produced and seasonal.

MBF: What do you do to relax?

RS: I play the piano to relax. I love to take my kids on a 10-day escape somewhere during winter break. Last year we went to Cuba.

"Our most action-packed tour is 'Our Best of Europe Tour in 21 days.' I'm going to lead it from September 13 – October 3, 2016. It was the first tour I led back in the 1970s; it remains my favorite and our flagship itinerary."
– Rick Steves

(Note: There is a wait-list for this tour. Rick wants everyone to know all his tours provide full-time services of top professional guides and local experts.)



ABOUT MARSHA B. FELTON

Marsha previously traveled for 1 year on a round-the-world ticket and has international work experience! "I'm on the 'inspiring and motivating' beat."

Marsha Felton is a Marketing Consultant and freelance writer.

<http://marshafelton.tumblr.com/>
Email: marshabf@gmail.com

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"What I like about your magazine is that it covers a wide range of topics—very comprehensive, informative, motivating and uplifting."

"I always pick up copy of your excellent magazine usually at Good Sam hospital. Your articles and information are always helpful."

"Please keep up the good work. It's helpful, relevant and encouraging."

"Just went through your magazine and I was delighted to see a magazine specifically for the over 50 population. I'm impressed!"

*"I save every issue!
Can't wait for the next one."*

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