

Questions & Answers

with Jim Lamont,
founder and President of Kalos Golf



Q: What type of client does Kalos Golf attract?

A: The bulk of our clientele originates from the United States and Canada. Recently, we have also had travelers from Europe, Australia, and South Korea travel with us. Most of our clients are near retirement, are active travelers and have previously played golf abroad. When they come to us, they're looking for a different golf experience, ideally one that is enjoyed with their friends and one that is five-star all the way. We often see two to four couples traveling together on our cruises. We have also hosted families, country club groups and affinity groups like CEO.

Q: Do both spouses typically golf, or will it vary from couple to couple?

A: Of our travelers, 80-90% will golf. Sometimes a spouse may only play once or twice. We often hear the question, "Do I have to golf everyday?" from a prospective client calling into our office, so that tells you that people are looking for flexibility. We simply tell them that they have three hard choices to make everyday:

- 1) Do you want to enjoy great golf?
- 2) Do you want to enjoy great tours?
- 3) Do you want to stay aboard the ship and pretend it's yours for the day?

Q: Are the non-golfers happy with the Kalos experience?

A: We often hear from the non-golfers that they are not used to getting as much attention as we give them on Kalos Golf tours. We always find a way to make sure the non-golfers have as great an experience as the golfers.

Q: What is the talent level of the golfers who take your cruises?

A: We have golfers representing a wide range of ability. Onboard each cruise we have a golf director, whose sole responsibility is to organize the golf - who is playing when and who would be best paired together. We also honor the pairing requests made by our travelers. Our director of golf is the key to making sure everything runs seamlessly. The most important thing is that we want our golfers to have fun.

Q: It's well known that you enjoy a strong repeat clientele. Can you elaborate?

A: It's an important element of our company. We even have people who have traveled with us on the same itinerary twice! I'm continually floored by how far in advance our clients book their reservations. People call to book a certain cabin on a certain ship, even though the specific dates of the cruise might not have been announced. But rank has its privileges, so alumni get the first opportunity to reserve their cabin.

Q: What are some of the traits that make Kalos Golf stand out in the golf cruise industry?

A: Every staff member has taken one of our cruises, which helps them tremendously to answer any and all questions that some of our clients may have before they book a certain trip. We really don't feel we take people on a cruise...we like to think that we escort them. We always try to go a few notches above the norm. We're continuing to bring out new ships, but we are committed to bringing in only vessels of a certain size. The intimacy factor is one of our hallmarks as, of course, is our commitment to quality and service.

Q: What's an example of the type of service that Kalos provides?

A: Our staff handles all transport and set-up of our passengers' personal golf equipment. Our clients never have to load and unload their clubs from their travel bags or load their clubs onto a golf cart. When they arrive at a golf course, everything is prepared for them to start enjoying the game right away.

Q: What do you consider the five most important questions potential golf cruise clients should ask themselves before booking a reservation?

A: 1) *Do I know everything that is included?* You'll see some great "deals" in the market, only to find out there sometimes are a lot of hidden costs. For instance, green fees and carts may not be included. These things add up in the end and have a way of making that great "deal" not so great after all.

2) *Is it really special?* I would encourage people to do their homework to make sure the specific cruise is truly special. Are they going to be able to do something that they couldn't do on their own? Are they going to be able to play a string of great golf courses over consecutive days that otherwise wouldn't be possible? Are they getting to play some special private golf courses, or are they all public courses for which individuals might be able to line up tee times on their own?

3) *Is the staff knowledgeable?* You should ask yourself whether the staff member you're talking to has ever taken the specific trip you're considering. Are they answering your questions to your complete satisfaction? Are they going to enhance your experience?

4) *How flexible is the trip itself?* You should ask yourself if the trip provides you the flexibility you need to enjoy your trip. Are you able to go on your own if you'd like at a particular stop along the route? Is the cruise organizer flexible enough to veer from the scheduled program if, for example, the weather begs for changes?

5) *Will I be with like-minded travelers?* This is critical. I recommend people be prepared to make new friends. We have numerous examples of people who have returned to a Kalos Golf cruise with a couple, or couples, they met on a previous Kalos Golf cruise. You will definitely want to know, for example, whether like-minded golfers will be on board. Some of these issues can make or break a trip, and it's always better to know beforehand the answers than find out after it's too late.