



**QuickPick**  
T R A V E L

January 1, 2015

Hello and welcome to QuickPick Travel!

Your interest in our company is both thrilling and sure to keep us on our toes. We know that as a journalist your job is to find interesting stories to report on and give your readers or listeners something exciting and juicy to chew on. We promise to deliver!

QuickPick Travel is the first in a series of QuickPick entities that will change the way online shoppers search for and purchase goods and services.

The travel industry is the first to see this paradigm shift AND the first to benefit from it. Currently, the do-it-yourself travelers are forced to weed through hundreds of search engine results for each component of their trip – hotel, airline, excursions, car rental, etc. None of these cater to the individuality of a traveler; much less give them personalized experiences they'd never find on their own.

Enter QuickPick Travel, where a user dictates cost, timeframe, and adventure level of their trip. Answering just a few questions will get them completely customized itineraries professionally designed by up to 3 different travel agents, in 12 hours or less! It's the perfect symbiosis for travel agents and those who love to travel.

In this press kit, you'll learn more about how the company was started, who the Principles are, what our audience looks like, and how we're attracting and engaging that audience. We've also included stats, press releases, and charts that'll make your reporting job easier.

Want to schedule an interview? Just call 855-665-0606 or email us at [info@quickpicktravel.com](mailto:info@quickpicktravel.com).

*Travel On!*

## *QuickPick Travel is Born!*

In 2009, TC Clements and his wife Jamie had \$2000 to spend on a much-needed long weekend. Sadly, they just couldn't find anything on line that piqued their interests or in any way seemed worth it. They had traveled exhaustively so they were not new to internet searches but also had not been introduced to a travel agent. In frustration they gave up and watched that open weekend go by having gone nowhere.

That frustration led to a question; why aren't people's tastes involved in travel selection the way they have been included in the "paradigm" research that [match.com](http://match.com) and [eharmony.com](http://eharmony.com) had developed? Initial research revealed that algorithms and software could not address the issue as variables were too great and situational. Where a "like" on a dating website is likely universal and constant (i.e. looking for a blond, a Christian, a musician) vacations are much more dynamic and situational.

Fast forward five years later, TC is an experienced travel agent who clearly now understands the benefit of using a travel agent. During a one-to-one meeting with David Free, a colleague in BNI to better help each other with business referrals, the stage was set. TC explained to David his interest in solving this issue and how certain he was that the time was ripe as ever to address it. Within hours, David solved "the how" with the obvious: use the Lending Tree model of competing for your business. That, coupled with TC's known interest in addressing better client acquisition for travel agents, became the basis for [QuickPickTravel.com](http://QuickPickTravel.com). Within months, TC and David brought aboard Pamela Terhune, a writer and marketing professional to develop the company's branding messaging, and position it to appeal to both travel agents and travel consumers.

Over the next year, the three shaped and honed every aspect of the business model, secured investor funding, and designed and developed a proprietary software system allowing travel agents to utilize a personalized online portal to manage subscriptions and travel itinerary requests.

Today, QuickPick Travel is revolutionizing the travel industry; giving travel consumers trusted options tailored completely for them, while reinvigorating the desire for travel agent expertise among travelers.

## *Company Bios*



### **TC Clements – President / CEO**

Son of entrepreneur, TC worked on his first start-up venture at the age of 18. Over his career, TC has started five successful business ventures and currently is the owner of Premier Cruise Planner, a full service travel agency. Prior start-up ventures include a technology based solar power system, a graphic design firm and multiple real estate investment groups. TC also was the Chief Operations Officer for a manufacturing and sales firm with annual sales of over three million dollars. He additionally ended his law enforcement career as a Deputy Chief of Police where he excelled at policy development, operational and systems organization, media relations and investigations. TC has three children and is married to his wife, Jamie.



### **David Freed – VP / COO, CFO**

David is currently a Principle/Partner at Innovative Office Technology Group where he oversees sales and product development. He was a former Principle at Enterprise Office Systems in Toledo, OH. He is very active in multiple charities and holds board positions with the YMCA/JCC, Jewish Federation of Jewish Toledo and Membership Director of Etz Chayim in Toledo. David is the father to four children and is married to his wife, Hallie.



### **Pamela Terhune – Director of Marketing**

Pamela is the owner of Terhune Copywriting, a successful marketing and content writing business opened in 2010. She received her copywriting education through American Writers & Artists, Inc. (AWAI) and has additional training in consumer psychology, ghostwriting, and over 20 years of advertising, marketing, and SEO experience. Some of her clients include web developers, medical offices, industrial/manufacturing businesses, attorneys, and travel agents. Pamela is a member of the Professional Writer's Alliance, the Editorial Freelancer's Association, is Co-Executive Director of the Women's Entrepreneurial Network (WEN), and is the founder of The DRIVE Group. Pamela and her significant other, Josh, share 8 children.

**PREPARE  
to be  
WOWed!**

# How It Works

## It's All About You

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No one knows you like you do! And what good is a vacation that doesn't take all your wonderful uniqueness into account?

Maybe you're the adventurer who wants to visit "undiscovered" places in remote areas of the Earth.

Maybe you're the type who wants to curl up with a book amid scents and sounds vastly different from your native experience.

From the sky-divers to the foodies, everyone thinks of "vacation" in a different context. So why in the world would you want a cookie-cutter trip itinerary?

QuickPick Travel specialists are chosen from among the best in the industry and will create a custom-tailored vacation that's literally made just for you! And because you can submit your request online, you can start the process when you get the itch at 3 in the morning! You never have to leave home.

Simply answer a few questions on our questionnaire – the more specific you are, the better – and within 12 hours, you'll have up to 3 different itineraries to peruse. It's that simple!

## It's All About the Wow

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How "wowed" do you feel while you're scrolling and scrolling through pages of hotel search results, or comparing airline fees, or scrutinizing the value of an excursion, the photos of which could easily be from 20 years ago?

That's the problem with trying to do it yourself. You save no time; likely save no money; and probably miss out on experiences you never knew you could have.

That won't happen when QuickPick Travel specialists are catering to you!



They are going to put together travel itineraries that will WOW you! Because they have years of industry experience, not to mention personal travel under their belts, they are like your personal concierge; they're the ones who are going to point you in the direction of the best hotels and resorts, the cheapest, safest, and most passenger friendly means of travel, and all the food, entertainment, and mind-blowing activities you could ever want.

Just wait till you're WOWed when you see how they've planned it out for you. After minimal "effort" on your part, the results come faster than ever, form-fitted to your desires, and all within budget.

Told you we'd WOW ya!

## **It's All About Choices**

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You kind of feel like royalty right about now, don't you?

You've just had 3 completely customized travel itineraries sent to you within only 12 hours of you asking and now you get to choose from among them!

And you can even have the winning Travel Specialist alter the itinerary any way you'd like. Because we know once they've piqued your interest about certain activities, shows, and excursions, you'll likely think of something else to add. Or maybe you don't really like one of their suggestions and just want to replace it with something else.


The cool thing is, the choices are up to you!

Contact the agent of your choice and talk it through with them. Let them know what you're hoping for and watch as the magic continues. We know that when you work with a QuickPick Travel specialist, your travel dreams are soon to become your reality!

## **It's All About the Getaway**

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Now that you've perfected and selected your travel itinerary you can focus on getting ready for your trip. There are no worries about confusion with reservations or need to monitor site reviews and testimonials. Your travel agent is an expert and knows the ins and outs of planning along with the super-secret insider knowledge that can only be gained through experience and relationships.



And that means you can just relax – or get silly-excited – as you count down the days to departure. To make the time pass more quickly, be sure to visit our Pinterest page for great ideas on packing and travel accessories. You can also visit our Travel Allies page that is loaded with exclusive coupons and sales on items from sunglasses, to tanning products, to security items, and clothing.

You can also start dreaming by perusing our [QuickPics Gallery](#) filled with photos from QuickPick travelers. And keep an eye open for contests. We give away FREE vacations and you could be our next winner!

Enjoy the getaway, made just for WOWing you!

# U.S. TRAVEL ASSOCIATION

U.S. Travel Forecasts  
Updated 11/25/2013

U.S. Travel Forecasts									
	2008	2009	2010	2011	2012	2013	2014	2015	2016
Real GDP (\$ Billions)*	14,833.6	14,417.9	14,779.4	15,052.4	15,470.7	15,947.3	16,759.7	17,625.1	18,514.1
Unemployment Rate (%)	5.8	9.3	9.6	8.9	8.1	7.6	7.5	6.7	5.9
Consumer Price Index (CPI)**	215.3	214.6	218.1	224.9	229.6	233.1	237.9	243.1	248.2
Travel Price Index (TPI)**	257.7	241.5	250.7	266.9	273.0	279.6	288.8	296.6	306.1
Total Travel Expenditures in U.S. (\$ Billions)	772.5	699.8	747.4	812.7	855.4	894.3	940.1	984.9	1,033.4
U.S. Residents	662.1	605.6	643.9	696.5	726.9	753.7	788.8	824.9	863.8
International Visitors***	110.4	94.2	103.5	116.1	128.6	140.7	151.4	160.0	169.6
Total International Visitors to the U.S. (Millions)	57.9	55.0	60.0	62.7	67.0	69.6	73.4	77.5	80.7
Overseas Arrivals to the U.S. (Millions)	25.3	23.8	26.4	27.9	29.8	31.0	32.8	35.0	36.7
Total Domestic Person-Trips**** (Millions)	1,964.9	1,900.1	1,963.7	1,997.5	2,030.3	2,054.7	2,088.8	2,127.0	2,159.3
Business	461.1	434.3	446.4	447.0	449.0	452.0	456.3	462.0	465.0
Leisure	1,503.8	1,465.8	1,517.3	1,550.5	1,581.3	1,602.7	1,632.5	1,665.0	1,694.3

U.S. Travel Forecasts (Growth)									
	2008	2009	2010	2011	2012	2013	2014	2015	2016
Real GDP*	-0.3%	-2.8%	2.5%	1.8%	2.8%	3.1%	5.1%	5.2%	5.0%
Consumer Price Index (CPI)**	3.8%	-0.3%	1.6%	3.1%	2.1%	1.5%	2.0%	2.2%	2.1%
Travel Price Index (TPI)**	5.6%	-6.3%	3.8%	6.5%	2.3%	2.4%	3.3%	2.7%	3.2%
Total Travel Expenditures in U.S.	4.7%	-9.4%	6.8%	8.7%	5.3%	4.5%	5.1%	4.8%	4.9%
U.S. Residents	3.4%	-8.5%	6.3%	8.2%	4.4%	3.7%	4.7%	4.6%	4.7%
International Visitors***	13.4%	-14.7%	9.9%	12.2%	10.7%	9.4%	7.6%	5.7%	6.0%
Total International Visitors to the U.S.	3.5%	-5.2%	9.2%	4.5%	6.8%	4.0%	5.4%	5.7%	4.1%
Overseas Arrivals to the U.S.	6.1%	-6.3%	11.0%	5.8%	6.7%	4.3%	5.5%	6.9%	4.8%
Total Domestic Person-Trips****	-2.0%	-3.3%	3.3%	1.7%	1.6%	1.2%	1.7%	1.8%	1.5%
Business	-6.7%	-5.8%	2.8%	0.1%	0.5%	0.7%	1.0%	1.2%	0.7%
Leisure	-0.4%	-2.5%	3.5%	2.2%	2.0%	1.4%	1.9%	2.0%	1.8%

\*Based on chained 2009 dollars.

\*\*1982-84 = 100

\*\*\*Excludes international visitors' spending on traveling to the U.S. via U.S. flag carriers and other miscellaneous transportation.

\*\*\*\*One person trip of 50 miles or more, one way, away from home or including one or more nights away from home.

Sources: U.S. Travel Association's Travel Forecast Model, BLS, Department of Labor; OTTI, BEA, Department of Commerce.



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Press Release

For Immediate Release

## **Local Company Enters National Travel Industry Arena QuickPick Travel Revolutionizes the Way People Book Travel**

**Lambertville, MI** – Local entrepreneur, TC Clements along with business partners David Freed, and Pamela Terhune launch their new business, QuickPick Travel, February 1, 2015 nationwide.

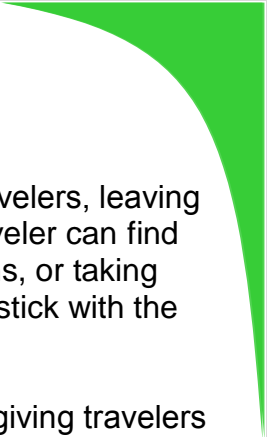
The company offers an exciting, completely new way to find and book travel. No longer will travelers be forced to rely on mere search engine results with little care for personal interests and preferences. In as little as 12 hours, site users can receive, for free, up to 3 completely customized travel itineraries to choose from.

QuickPick Travel uses its online proprietary software to enable users to key in a budget, dates of travel, and many other preferences, and then receive itineraries prepared exclusively for them by local travel agents. Users have complete control over the type of vacation they want, without any of the hassle or unknowns typically involved in trying to book everything online by themselves.

“We are so excited to answer the frustrated cries of travelers worldwide,” Mr. Clements said. “We are giving them back personalized options while still letting them use what’s comfortable; the internet.”

The company caters to both travel consumers and travel agents. “As a travel agent myself,” states Mr. Clements, “I know first-hand the value our ‘insider expertise’ offers a client.” He goes on to





explain that mere search engine results don't address styles and personalities of travelers, leaving people with cookie-cutter vacations. Through the experience of a travel agent, a traveler can find themselves enjoying local foods and customs away from the typical tourist attractions, or taking every tourist-heavy tour they choose. Accommodations may stray from the norm or stick with the mainstream; it's up to the vacationer.

This personalized service will increase a travel agent's book of business while also giving travelers the most personalized travel experience of their lives.

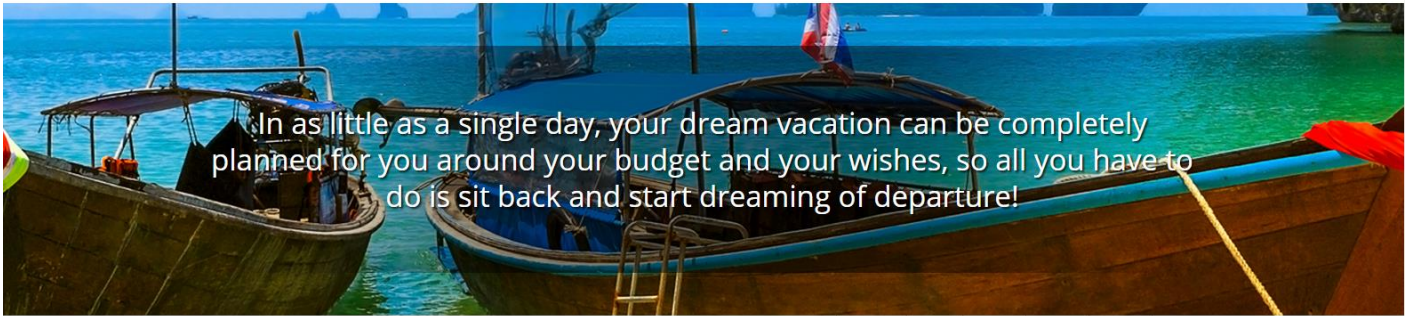
Mr. Clements urges people to visit their website at [www.quickpicktravel.com](http://www.quickpicktravel.com) to learn more about the process and sign up for email alerts when quarterly cash and free vacation contests are held. You can also follow them on many social media outlets where they will showcase user photos, travel reviews, and quick tips for safe and fun travel.

QuickPick Travel was founded in 2014 to address a need in the travel industry marketplace, bringing consumer and travel agent together through the power of the internet.

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If you'd like more information on this topic or to schedule an interview with TC Clements, President and CEO of QuickPick Travel, please call 734.224.4314 ext. 105 or connect by email: [tclements@quickpicktravel.com](mailto:tclements@quickpicktravel.com)

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In as little as a single day, your dream vacation can be completely planned for you around your budget and your wishes, so all you have to do is sit back and start dreaming of departure!

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