



Good Morning!

Before I get into the meat of this letter, I want to say how gratifying it has been for our staff and myself to hear from so many of you--the positive messages, words of encouragement, and questions about what lies ahead have meant a lot. Resoundingly you have told us that you can't wait to travel again.

This time has been unlike anything I've dealt with in my 35 years in the industry. The tourism sector of our economy has been hit extremely hard—travel ground to a complete halt this spring, and it's going to be a while before we see a return to 2019 levels.

We were on our way to a record year for 2020—in fact, we were 30% ahead of 2019, which was our best year to date. Suffice to say, the “Stop” that hit us in March was quite a jolt.

With all of this said, we have come to some conclusions to best manage the remainder of 2020...and on into 2021.

2020 Tours

We have made the decision to cancel the rest of our 2020 lineup, with the exception of our December 1-10 Christmas Markets River Cruise. Obviously, this is a difficult move to take. Let me lay out reasons why we've decided on this approach:

- While the majority of our stops were still on board for 2020, there are a select few on several of our trips that won't commit to accepting tour groups in 2020. Some stops have flat-out closed for the remainder of the year. We therefore felt as if the quality of our products would be diminished.
- There is a question of liability on tour. I am proud to say that we have not once had legal action taken against us—our travelers are some of the best, down to earth, ethical people around. But when medical insurance gets involved, all bets are off. We are hopeful that Congress will take action to limit or alleviate liability on small companies in relation to the Coronavirus.
- I'm honored to be a member of the National Tour Association “Safety on Tour” Task Force. We have discussed steps necessary on tour to assure safety in relation to the Coronavirus. Frankly...I'm just not sure I want to be running tours that have to maintain “social distancing”, wear face masks, take temperatures, etc. That doesn't sound like a lot of fun to me...and it takes away from human interactions that are part of the enjoyment of a Country Travel Discovery Tour.
- The cost of marketing tours is substantial, and with minimal revenue in 2020, it's not prudent to continue spending money promoting tours that may not run.



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We are looking forward to 2021

Our staff has come up with a plan to offer approximately 60% of our normally scheduled departures in 2021. We feel this is a comfortable level that allows us to provide the quality of tour that you've come to expect with Country Travel DISCOVERIES.

A listing of our 2021 tours is enclosed with this letter. As we have many travelers from spring cancelled tours who have transferred to a 2021 tour, space will be limited on these tours. We encourage booking your 2021 tour sooner than later to receive your choice of departure.

For complete itineraries, please visit our website at www.CountryTravelDiscoveries.com. Or give us a call, and we will mail you the requested itinerary.

Our reservation lines have been busy—please consider booking online at our website. You may also reserve your tour by mail with a \$250 per person deposit.

Christmas Markets River Cruise 2020

Travel to Europe from the United States is hopeful to re-open later this summer or early this fall. I will personally be hosting our 2020 Christmas Markets Cruise December 1-10. This two-stay tour is a terrific way to bring on the Holidays—we have many special events planned, and the itinerary has purposely been planned at a relaxed pace.

We'll enter a real winter fairytale, and visit the best Christmas Markets along the Danube, exploring delightful river towns, warming up with a delicious glass of mulled wine, and immersing ourselves in the splendid traditions of the Christmas holidays.

For details, visit www.CountryTravelDiscoveries.com/CMC.

Oberammergau's Passion Play 2022

We now have space available for two dates in 2022 for the rescheduled Oberammergau's Passion Play. Those dates are May 18-28, 2022 and September 17-27, 2022, and space is limited—we encourage booking soon. Visit our website at www.CountryTravelDiscoveries.com/OBR for details.

How we communicate with you will begin to change

As we move forward, we are going to be taking some steps to change the way that we communicate with you. It's a good time for us to gravitate a bit to the "electronic age".

This year bit us. We had printed two catalogs, and several mailers...those went out to thousands of households. As you can imagine, that is a very expensive proposition...especially in a year with minimal revenue.

For us to move forward, and to protect the costs of our tours, we will be promoting our tours more via our website, emails, Facebook, and more economical mailers.

This is not a new proposition for the travel industry. Cruise lines have for the most part discontinued their catalogs. Airlines a long time ago discontinued their route guides, and Amtrak did the same a couple of years ago.

Every time we mail out a catalog request, it costs us almost \$4.00. Start multiplying by the thousands of catalogs that we mail—well, you see the challenge.

That doesn't mean you won't receive mailings from us—you will. But, those mailings will often direct you to our website, or to email us for more information. (If you're one of those remaining holdouts vs. technology--no worries, we will be glad to mail you what you need.)

With this said, *we encourage you to subscribe* to our email list at countrytraveldiscoveries.com/contact, and/or to "Like" us on Facebook.



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Still have that itch to travel in 2020?

Bent on traveling yet in 2020? Have a small group interested? Perhaps a family trip, or with some friends? Give us a call to discuss. Perhaps it's a two to four-day trip in your local area. Or, within driving distance. Heck, I might even lead your trip!

Experience one of our tour stops from home

Take a gander at the enclosed on how you can experience one of our favorite tour stops from the comfort of your home! Please share these with your friends and relatives as we support Maudie and her family!

And, sample a couple of our stops...

Visit our online store at Country-Travel-Discoveries.MyShopify.com, or see the enclosed form. You'll find a wonderful coffee table book on the state of Iowa...along with beautiful soaps from Rock Bottom Soap Company in Kentucky. The Iowa book is akin to taking a tour through Iowa, and the soaps are a favorite of our staff. You may also order these wonderful products using the enclosed form.

Cancel for Any Reason Travel Protection Plan...

We are pleased to announce the addition of a new travel protection option called "Group Deluxe with Cancel For Any Reason", or "Group Deluxe CFAR". Group Deluxe CFAR provides all of the benefits of our normal plan, plus coverage up to 75% of the prepaid, non-refundable trip cost should you cancel for a non-covered reason.

Cancel For Any Reason requires that individuals purchase the travel protection plan within 14 days of your initial trip deposit date and at the time of original plan purchase. CFAR is optional and available for purchase at the individual level. Trip cancellation must be 48 hours or more prior to scheduled departure. This benefit is not available to residents of New York State.

There you have it...

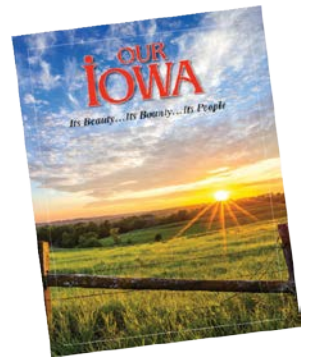
So, that's a bit of an update. We hope this helps explain our plans for moving forward with Country Travel DISCOVERIES in 2020 and 2021.

Thank you for your continued support...it means a lot to our entire CTD family. We can't wait until better times ahead, and the chance to visit off-the-beaten-path backroads with our favorite travelers.

Here's to looking forward to our next trip together!



Steve Uelner



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Country Tour Keepsakes & Everyday Products

Here's a chance for you to experience one of our favorite places to visit
...plus learn about several of our Ohio's Amish Country Tour stops--

*These make
Great Gifts!*

Maudie Raber – this “bring to life” experience is a great value!

Maudie and her daughter have hosted our groups for lunch over the years, and will again on our 2021 Amish Country Tours. Maudie will mail you a package of home-made peanut butter, jelly, pasta, her favorite cookbook, and a dish scrubber. Included will be a handwritten note from a member of Maudie's family, plus a webinar for you to take part in as we take you through our Amish Country Tour.

The webinar will take place on Tuesday, July 14 at 7:30 p.m. EDT/6:30 p.m. CDT. If you can't watch it live, we'll provide a link so that you may watch the webinar at a time more convenient for you.

This delicious and educational package is available for \$49.00, plus shipping through our online store at Country-Travel-Discoveries.MyShopify.com or by sending back this form. This is a great deal considering that your spouse, friends or family members watch along at the same time.



Our Iowa Hardcover Coffee Table Book (\$16.98 each, plus \$4.98 shipping)

This full-color coffee table book is published by our friends at *Our Iowa* magazine.

Rock Bottom Soap Company – Kentucky Home Grown Goat Milk Soap

Order any of these wonderful scents for only \$6.00 each. These also make thoughtful, inexpensive everyday gifts.

CTD Tour Products Order Form

Please send this form back to us at address below:

_____ **Maudie Raber Home Grown Amish Products** (\$49.00 each, plus \$11.60 shipping)

_____ **Our Iowa Hardcover Coffee Table Book** (\$16.98 each, plus \$4.98 shipping)

_____ **Kentucky Home Grown Goat Milk Soap** (\$6.00 each, plus \$6.50 shipping, or free shipping if over \$50.00)



Please indicate quantity of Goat Milk Soap you'd like to order:

___ Apple & Pine	___ Apple Jack	___ Barber Shop	___ Barnwood	___ Beneath the Stars	___ Black Raspberry
___ Blackberry	___ Bluegrass	___ Cherry Almond	___ Cinnamon	___ Citrus Sunshine	___ Cucumber & Mint
___ Eucalyptus	___ Holiday Berry	___ Lavender	___ Lemon	___ Lemongrass	___ Mandarin Orange
___ Patchouli	___ Peppermint	___ Seashore	___ Tea Tree		

Product Cost: _____

Shipping Cost*: _____

Total Cost: _____

**Please note that each item: Amish Country package (\$11.60 per order), Our Iowa Book (\$4.98 per book), Kentucky Soaps (\$6.50 for your entire order, unless over \$50.00) have separate shipping costs, as they are being sent from different locations across the country. Contact us for shipping to Canada.*

Payment Information

Check enclosed (Make payable to Country Travel Discoveries) Visa MasterCard Discover

Credit Card # | | | Exp. Date ____ / ____ Security Code _____

Signature: _____ (Required if using credit card)

Please mail form and payment to:
Country Travel Discoveries, 13416 Watertown Plank Road, Suite 200, Elm Grove, WI 53122.