



Sherri Guiborat
Mayflower Tours

Mayflower Tours is one of HCI's Preferred Tour Operators, and Sherri Guiborat has been with them for 26 years. She serves as the VP of Sales and Marketing and is based in Downers Grove, Illinois. Sherri and Kent Van Roekel kicked off the 2017 HCI Peer Group in Vermont last month as the hosts of the Opening Ceremonies in a fun way because "club directors love a good time." They gave away a European River Cruise "Wonka style" when Kent (dressed as Willy Wonka in a purple suit and top hat) had club directors open candy bar wrappers to reveal a "Golden Ticket". "The travel business is all about loyalty and relationship building," says Sherri. Being an HCI PTO has been a great platform to meet bank club directors, and Peer Group is the best place to build relationships and create memories. Sherri loves that HCI is "a first name-basis kind of place" and looks forward to Peer Group every year.



Mayflower offers life enriching experiences around the world and promotes something different year after year to provide club directors new destinations and experiences for their members to enjoy – and they have been doing it for over 38 years. "Planning a trip with Mayflower Tours allows club directors to spend more time with their members," says Sherri. "Mayflower knows the power of the Bank Club and the benefits that are important to them! We are truly their partners in promotion and offer great marketing tools that are sure to make their group travel program a success including Travel Presentations, Personalized Flyers and Savings for their members." "We're a smart choice for bank club directors and we have the Gold Standard of River Cruising Holidays for them and their members."

Mayflower's service to you the club director and your members is their number one priority. Their phones are answered by a live person, you have a dedicated group specialist and inside support person in their office to assist you in every step of the way and with their group knowledge they strive to make the booking process an easy experience.

Everyone always wants to know what is "hot" or "what is selling" and for Mayflower, River Cruises and Small Ship Adventures is what is "hot". They are offering the popular Rhine and Danube Rivers, but they are also offering some unique experiences on the Douro and Seine.

Many Bank Groups like the Small Group experience and they can take advantage of this travel style on Mayflower's Cruising the Adriatic and Dalmatian Coast or a South or East African Safari Adventure.

"Iceland is also a destination that is so popular and selling out very quickly," says Sherri. "It's such a unique destination that offers some breathtaking landscapes and a vibrant culture deeply rooted in ancient heritage."

And we can't forget that Mayflower also has some great destinations right here in North America. Their Rail Journeys are always popular and add an unforgettable experience to your travels. Many groups like to attend a Special Events which always make for great sellers.

Give Mayflower Tours a call and let them help you plan that next unique adventure for your club. They know what groups expect and will design a tour that is sure to please. Call 800-728-0724 or reach Sherri at sherri@mayflowertours.com.