

Featured Member Business:



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InBusinessLinks Network

2010 Featured Member Business

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Vacation Experts for Over a Century

2010 Featured Business: Squire Travel Planners
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Contact: [Lauren Rizzuto](#), President, MCC, ATC,
Master Cruise Counselor, Anguilla Travel Connoisseur

Business Established: 1890. Our business is one of the oldest, continuous travel agencies in Connecticut.

How is it possible to be in business for over 120 years?

I have been President of Squire Travel Planners since 2004, but throughout the years, our mission has never changed: You describe your dream vacation and we will make it come true.

Why have you been so successful?

Our clients are our best salespeople and advertisements. 95% of our business is from referrals. Word of mouth is our most powerful tool. Nothing can top satisfied clients.

How do you stay competitive?

First, we keep up on the ever changing market. Even with the increase in technology and readily available information on the Internet, people come to us, because they know I can deliver a superior vacation at a lower cost 9 out of 10 times.

Second, my clients know that they can reach me 24 hours a day while they are traveling. I am just a phone call away. This enhances their comfort level.

Third, we now provide gift certificates vacations. "Give the gift that always fits - the gift of travel".

How do you develop satisfied clients?

We just don't sell trips; we provide a travel experience second to none. When my clients are back home and call me, their first statement is usually "Wow". Once you hear that "Wow", you know you succeeded.

Contributing Editor:
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Pictures Tell the Story:



welcome to Squire Travel...
...vacation experts for over a century.

