

Geraci travel celebrates 50 years of travel excellence in SW Florida



COURTESY PHOTO

Geraci Travel 1959

In these challenging business times, Geraci Travel is a testament to companies who excel in consistently providing their customers top-notch service and sound value. Geraci's 50-year heritage has helped it grow to be Southwest Florida's premier travel agency.

In 1959, when P.A. and Helene Geraci founded Geraci Travel, a gallon of milk or a gallon of gas cost just 25 cents. A new car was \$2,200 and one-way airfare from New York to Los Angeles was \$166.25 for first class and \$104 for coach. Geraci, like the other travel agencies, would ticket manually until the advent of teleticketing. Geraci was a pioneer in this new technology.

In 1976, Sandy and Lynn Lawton purchased Geraci Travel and in a short period of time purchased two additional travel agencies in the area. When reservation systems became available, Sandy made sure that Geraci Travel secured the best technology available before any of his competition. The new technology benefited the Geraci Travel agents and clients with better, faster and more accurate access to travel information. The operation remained basically a leisure operation until 1994 when Geraci Travel formed the area's first Corporate Travel Department, specializing in the needs of the business traveler.

Today, Geraci Travel operates both its corporate and personal travel operations from its two offices in Fort Myers and Cape Coral. Continuing the family tradition, Bill Lawton now owns and operates Geraci Travel and credits his success on

the quality of the employees who serve Geraci's clients. In fact, more than half of the staff has worked at Geraci at least 24 years. Geraci's travel experts can plan all of their clients travel arrangements, including cruises, airlines, hotel accommodations, tours and attractions and more. As part of the Virtuoso Travel Network, Geraci can provide its customers exclusive travel offers not available elsewhere, along with the best travel values for their money.

Geraci Travel is hosting a week-long 50th Anniversary Celebration at both locations June 15-19. The public is invited to enjoy refreshments, win prizes and take advantage of anniversary savings, upgrades, coupon booklets, shipboard credit and more.

Geraci Travel is located in Fort Myers at 8595 College Parkway, Suite A-6 and can be reached at 433-5323. The Fort Myers office also houses the Corporate Travel Department. In Cape Coral, Geraci is at 1616 West Cape Coral Parkway and can be reached at 540-2222. On the Internet, go to www.GeraciTravel.com. ■

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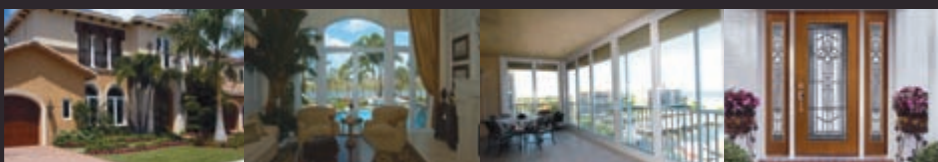
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