

JULY/AUGUST 2020 CUSTOMER NEWSLETTER

INSIDE THIS NEWSLETTER EDITION:

Rebooting 2020
Travel and Social
Distancing

Virtual Travel to
Door County and
the Dells

Debbie's Corner -
Summer In STL

Follow Tod Travels
in July

Saving A Piece of
Americana - Indian
Trail Motel Sign

Nini talks "Made In
St. Louis"

Hot In The City!

Summer Word
Search and more
inside!

DIRECTIONS TOURS LLC

*New Adventures
coming soon...*

www.directionstours.com



Be Inspired Now...

we will travel soon!

A Special Message from
Tod DeHart, President

Hello DIRECTIONS Tours Travelers and Friends,

During this uncertain time, all of us at DIRECTIONS Tours miss our customers and being on tour with you VERY much. Thank you for all of your kind comments, cards, emails and calls... we all appreciate the warm words of inspiration and encouragement. I truly hope this Special Edition Tour Catalog finds you and your loved ones healthy and happy.

I know the world has been changed in so many ways and there is no denying that moving forward in travel will also have adjustments. Almost every sector of business is feeling the pinch, especially the Travel and Tourism industry which accounts for 330 million jobs - that's 1 out of every 10 jobs around the world. We are excited to be working with Altair Travel and Drury Hotels to "Re-boot 2020 travel" for you in a safe and entrusted way with us. We are introducing "**Social Distancing Travel**" (see information in this newsletter).

Know that DIRECTIONS Tours remains committed to our customers now and always. We will get there and until then - I encourage you to "Be Inspired Now... we will travel soon" - and when that day comes, we call on you to think of us for your next vacation tour or day trip! Stay healthy and safe and take care of each other!

The photo on the cover of this Summer Newsletter I took in Wisconsin last summer while traveling across the "Dairy State".



Follow Tod Travels



I have to go go go (somewhere) because I am not one to "nest" very long or well. SO, I am taking off in July SOCIAL DISTANCING from everyone and safely in my little camper. This allows me to still scout out some new destinations for DIRECTIONS Travelers and check-out the roads beyond St. Louis. Don't worry, I am completely self-sufficient in the camper from showering to cooking along the way. I'll even have Lady and Bella along with me for "protection" and company! YES... I want to share the "view and road from here" with all of you. Travel along with me on Facebook and/or Instagram. I will be posting photos, videos and fun along the way! Go to our website and click our social media icons! Missing You All Very Much!

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Summer in St. Louis

Hello DIRECTIONS Travelers!!!

Wow... not only is summer here, it's almost the 4th of July!! I can't believe it has been almost 4 months since our last trip together. I do miss everyone very much and like all of you, I cannot wait to start traveling again. As you can see by the pics, a few of our traveling family members could not wait till September to see each other and got together at a local park for a bit of social distance conversation and laughter.

So, what have I been doing the last few months? Well...when I am not talking with one of you regarding the fun-filled trips we have coming

up, or visiting with you at the park, I continue to volunteer at Trinity Food Pantry in the Central West End which I mentioned in our latest brochure. I help prepare and put together lunches to go as well as handing out bags of groceries that helps sustain people for a few days. The number of families as well as individuals with food insecurities continues to grow as more and more St. Louisans find themselves either underemployed or even worse, without jobs during this pandemic. As we are witnessing today, in the blink of an eye anything can happen that could devastate our own ways of

life. NO... we can't travel just yet, but... if you are looking in this uncertain time for a sense of purpose, volunteering or even making monetary donations at a local food pantry provides an opportunity to give back to the community in a way that can touch the core of ones very soul. Be safe, be well, and we will be together soon!

*All my best,
Debbie*

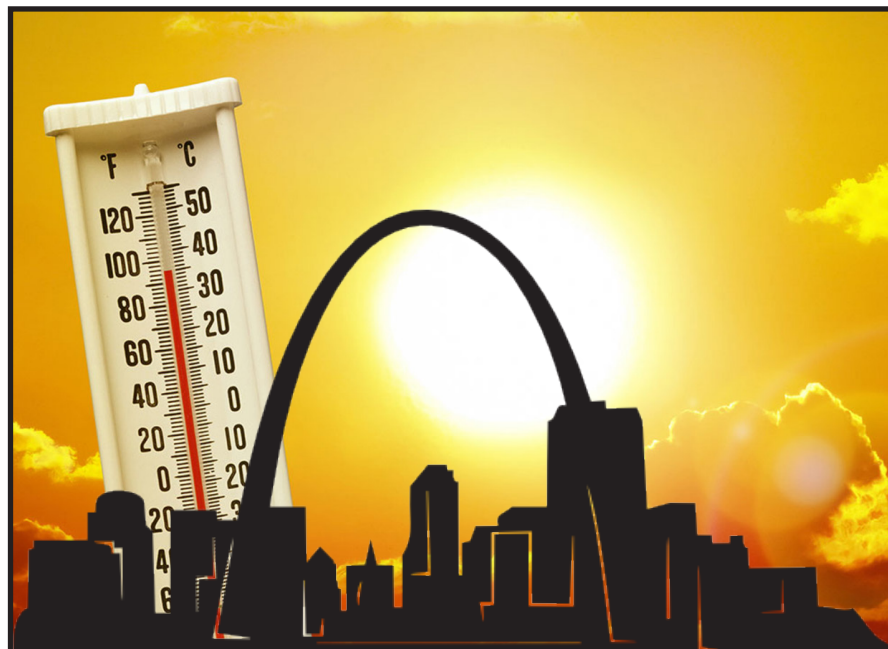


**we
miss
you!**

DIRECTIONS  **LLC**
Tours
3 · DIRECTIONS TOURS CUSTOMER NEWSLETTER

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"It's the HUMIDITY"... it's HOT in St. Louis!



For most St. Louisans, we know we live in a place where HEAT and HUMIDITY are just a way of life... But do we ever “really” get use to it?

It was July of 1966 and for six straight days, St. Louis was breaking heatwave records over 101 degrees. Heat so intense that the number of air conditioners being used were draining available electricity in the area. The increased use overwhelmed Union Electric Company (now Ameren UE) forcing the company to impose “rolling brownouts”, where neighborhoods took two-hour turns without power to avoid a blackout. Many businesses were said to have shut down and several St. Louisans slept in the parks seeking respite from the heat.

Notable Quotes: Before the All-Star game on July 12, 1966 when the day's high was 103 ~baseball's Casey Stengel said of the second Busch Stadium, then in its first year, “The new park sure holds the heat well.” According to 1966 All-Star Game (Baseball Almanac)

The top story of the 1966 All-Star Game had nothing to do with baseball. It was the blistering one hundred five-degree game time temperature. Spectators in St. Louis' Busch Stadium were passing out in the stands and smelling salts and oxygen were required in the dugouts. Despite these intense conditions, the game went on as scheduled, although no one wanted to spend much time on the field.

Some joked that Wills had saved many lives by holding the 100+ degree game to only ten innings. St. Louis' hottest day was in July 14, 1954, when temperatures in the city soared to where they had never been before - hitting a high of 115 degrees - a record that has never been broken since. (pictured above Left: “The Boys of Summer” A massive buckling of College Avenue and Emily Street, caused by heat, draws the sweating curious on July 14. Photo clipping from the St. Louis Post-Dispatch.

Stay cool, hydrated and safe this Summertime friends! Here are some “Tips to Keep Cool!”

1) Wear loose-fitting clothing, preferably of a light color.

Cotton clothing will keep you cooler than many synthetics.

2) Fill a spray bottle with water and keep it in the refrigerator for a quick refreshing spray to your face after being outdoors.

3) Fans can help circulate air and make you feel cooler even in an air-conditioned house.

4) Keep plastic bottles of water in the freezer; grab one when you're ready to go outside.

As the ice melts, you'll have a supply of cold water with you.

4) Instead of hot foods, try lighter summer fare including frequent small meals or snacks containing cold fruit or low fat dairy products. As an added benefit, you won't have to cook next to a hot stove!

Saving a Piece of Travel History

By, Tod DeHart

Many of you that know my love of nostalgia along the road - especially iconic old signs of yesterday. That is why the Old Route 66 is still one of my favorite tours to go on with DIRECTIONS Tours!

This Spring (during the height of the Covid19 shutdown) it came to my attention that the classic, retro and historic Indian Trail Motel in the Wisconsin Dells was being sold and demolished for a gas station. UGH! The motel has been a favorite to me for many years - as a kid driving through the Wisconsin Dells resort area, I would always admire the old motel signs and outdoor classic motel rooms and swimming pools with slides.

The Indian Trail Motel sign is a classic neon sign that has flashed it's lights beaconing travelers in for a good night's rest since the 1950's and remained a top accommodation choice in central Wisconsin until now. The sign measures approximately 30 feet long and 15 Feet high! It is huge... but I couldn't pass up an opportunity to save and store this beautiful full functioning neon motel sign before the motel was demolished in June. So, after contacting the owner of the motel, and personally funding the purchase and removal of this huge sign, it is now in storage and safe! What will I do with it? That is a good question, but I am glad to have saved a piece of travel history along the road for now. Anyone need this for your front yard? Let me know... LOL Here are some photos of the sign before and being removed. By the way: My Vacancy Sign is always ON - maybe we can do a trip over to see the sign sometime!



THE "BEST EVER" LEMONADE RECIPE!

To help cool you down from the heat and humidity here is a thirst quencher recipe for you!

1-1/4 cups white sugar

8 cups of water

1-1/2 cups lemon juice (from 6 lemons)

To make it easier to juice the lemons....microwave the lemons for 10 seconds and roll on the counter.

Directions:

In a small saucepan, combine sugar and 1 cup water. Bring to boil and stir to dissolve sugar. Allow to cool to room temperature, then cover and refrigerate until chilled. You can add ice to cool it quicker, just be sure to re-measure before adding the remaining 7 cups of water. Remove seeds from lemon juice, but leave pulp. In pitcher, stir together chilled syrup, lemon juice and remaining 7 cups water. You can also add a strawberries, raspberries, cherries or an orange to the lemonade.



Door County... the Cape Cod of the Midwest

There's a place up north that many travel to more than once in a lifetime, a special place where cool breezes blow and the pace of life moves slower... a place known as "the Cape Cod of the Midwest". This is Door County, Wisconsin! DIRECTIONS Tours has had the great pleasure of leading tours to Door County for the past 20 years. Located in Wisconsin's peninsula along Lake Michigan and Green Bay, Door County offers beautiful scenery, boasts great eats, lodging and attractions, and delivers a relaxing atmosphere all its own. Door County begins on the south end of the peninsula, just north of Green Bay. Sturgeon Bay, the county's largest community, is a great place to start our touring and our accommodations are located here.

The Door County Historical Society's Museum which is dedicated to keeping history alive for future generations through the collection, preservation and sharing of the heritage of Door County.

Moving northward on the peninsula you will enter and leave many small fishing villages dotting the shorelines of Green Bay and Lake Michigan. Places with names like Sister Bay, Fish Creek and Egg Harbor. In between the villages enjoy the countryside with numerous farms, markets, antique shops and wineries. One of our favorite places to stop is at Orchard Country Market and Winery near Fish Creek. Since 1955, the Lautenbach family has been planting, harvesting and producing quality fruit products in Door County. Situated on over 100 acres of blossoming orchards and lush vineyards, the family estate is home to a winery, cider mill and farm market.

The county's weather in Autumn is delightful, not too mention the fall foliage! It is also here at Orchard Country we will board the fun Door County Trolley. These special "Old Time" Trolleys tour the breathtaking vistas from Door County's scenic bluffs overlooking the islands. Sit back and enjoy the driving tour through Peninsula State Park and have a photo stop at the historic Eagle Bluff lighthouse, one of Door County's 12 historic lighthouses. Your local guide onboard shares the legend and lore unique to each area.

Next, a stop in the quaint village of Fish Creek is a must. Located at the north entrance to the state park, Fish Creek has cozy inns, great restaurants and cafés, and a beach overlooking the calm shores of the bay. Northward in Sister Bay, take some time to browse the local shops as well as visit Al Johnson's - an authentic Swedish restaurant and boutique where you can find goats grazing the sod roof! It is quite a sight, and has made this place one of Door County's most photographed buildings.

Another must "to do" while in Door County is enjoying a traditional Fish Boil! Many restaurants advertise this fun and amusing feast/event each evening. The meal consists of fresh caught Lake Michigan whitefish cut into small chunks and cooked in boiling water with red potatoes and onions. Cooked outdoors along the shores and lawns in big kettles on a roaring fire, the cooks will eventually use a can of kerosene to erupt the fire below and create a "boil over" of the unwanted fats and impurities in the kettle. This leaves only the purest and tastiest ingredients behind for your enjoyment. An outdoor fun and entertaining experience.

Join DIRECTIONS Tours in October on our **Social Distancing Tour** to DOOR COUNTY AND THE DELLS! See next pages for the details... We hope you can join us!



DESTINATION

NEW

DOOR COUNTY *and The Dells*

OCTOBER 5-10, 2020 (6 Days)

\$ 1707.00 pp DBL **Singles Only \$257.00 addtl**



SOCIAL DISTANCING TRAVEL ACROSS AMERICA!

TAKE OUR LIMITED SOCIAL DISTANCING DELUXE MOTORCOACH

(only 16 passengers on full size deluxe motorcoach

- social distancing *see information on page 11 or on our website)

**SOCIAL
DISTANCING
TOUR**

Join us on this delightful and scenic Autumn journey highlighting Wisconsin's beautiful Lake Michigan coastline in Door County. Then following the Ice-Age trail along the Wisconsin River and Dells.

Tour Highlights include:

- DOOR COUNTY - AMERICA'S "CAPE COD OF THE MIDWEST"
- PRIVATE GROUP CRUISE ON GREEN BAY CIRCLING WASHINGTON ISLAND
 - PRIVATE GROUP TROLLEY TOUR OF DOOR COUNTY
- EAGLE BLUFF LIGHTHOUSE OVERLOOKING GREEN BAY COASTLINE
- LAUTENBACH'S ORCHARD COUNTRY WINERY & MARKET IN DOOR COUNTY
- PRIVATE TOUR OF HISTORIC LAMBEAU FIELD (GREEN BAY) HOME OF THE NFL PACKERS
 - TRADITIONAL DOOR COUNTY FISH BOIL
- PENINSULA STATE PARK AND VILLAGES OF FISH CREEK, EGG HARBOR AND SISTER BAY
 - SPECTACULAR WISCONSIN DELLS AND CLASSIC DELUXE ACCOMMODATIONS
 - LOST CANYON HORSE AND WAGON TOUR • INDIAN TRADING POST
- SOCIAL DISTANCING UPPER DELLS WISCONSIN RIVER FALL FOLIAGE CRUISE
 - WISCONSIN CHEESE SHOP (A MUST STOP BEFORE RETURNING HOME)

*** 6 MEALS INCLUDED: 3 BREAKFASTS, 3 DINNERS**

NIGHT #1: DRURY PLAZA HOTEL, MILWAUKEE, WI NIGHTS #2-3: STURGEON BAY, WI

NIGHTS #4-5: THE BLACK HAWK, WISCONSIN DELLS, WI



Made in St. Louis!

By, Nini Harris

NiNi Harris is a Historian, Author and DIRECTIONS Tours Guide

When I was growing up, I often heard St. Louis described as “a union town.” Maybe I heard that so much because many union members lived in our South City neighborhood and were members of our parish, St. Cecilia Parish. Recently, I learned that one neighborhood resident, Paul Morrin, had been General President of the Ironworkers International. (During my childhood, his widow continued to live in their bungalow on South Grand Boulevard.) The son of Irish immigrants, Morrin had come to St. Louis in 1900 and apprenticed with the ironworkers. The work was treacherous. When ironworkers were constructing the steel skeletons of skyscrapers, their casualty rate was estimated at one death per floor. Morrin struggled to organize his fellow ironworkers. A union busting newspaper man in Los Angeles targeted union leaders, including Morrin, accusing them of an act of terrorism. As a result, Morrin and other union men were imprisoned at Leavenworth. When released, they returned home as heroes. In 1918, Morrin took office as General President of the Ironworkers International. He lead the Union for thirty years, stepping down from that post in 1948.

Learning about this man's remarkable personal saga started me wondering about the history of the union movement in St. Louis. So the next time I was at the library, I randomly picked up a St. Louis City directory from 1894. I looked for a listing of unions and was dumbfounded to find two and one half pages filled with the names of local labor organizations. More than telling about the union movement, the list revealed how St. Louisans earned a living in the 1890's. It spelled out the trades and industries that powered the local economy and built our great city.

Many of the unions listed represented trades that are almost non-existent today. In 1894, St. Louisans belonged to union locals representing harness makers, horse shoers, horse collar makers and carriage and wagon painters. There was a local for lithographers, who pursued a now antiquated method of printing words or drawings, and a local for tanners and curriers.

Some of the unions recall industries that were once major forces in the St. Louis economy. The list included the Tobacco Factory Workers' Protective Union, the Tobacco Wrapper Selectors' and Stemmers' Union, Tobacco Box Makers Protective Union, Tobacco Pressman and Helpers, the Cigar Makers' International Union and the Cigar Packers' Union. This list reminds us that before the tobacco industry left St. Louis in the 1920's, St. Louis was the major tobacco producer in the world. Even the famed Liggett & Myers Tobacco Company was rooted in St. Louis. Many turn-of-the-century immigrants (Poles from the Souldard neighborhood and Italians from the Hill) found their first jobs in St. Louis at the Liggett & Meyers warehouses.

Judging from the list of labor organizations, St. Louisans were making just about everything. There were broom makers, cabinet makers, range makers, furniture varnishers, box sawyers and nailers, and felt hat finishers.

The Boot and Shoe Workers International Union and the coopers unions, resulting from our numerous breweries requiring barrels, recall the old adage about St. Louis, “first in shoes, first in booze and last in the American League.”

The extraordinary legacy of the building trades has made St. Louis an architectural treasure. Often the unions acted as Medieval Guilds teaching and passing on their valuable skills. The bricklayers local formed in 1864, before the international organized. The locals representing stone masons and their assistants totaled six. There was also a marble cutters and setters local and a local for polishers of marble, slate and granite. These craftsmen were likely helping to build our great civic buildings like the spectacular City Hall, the monumental Union Station, and St. Louis' inspiring new skyscrapers.

The pages of labor organizations in the city directory of 1894 do not document the sixty hour work weeks nor the hazardous worksites that St. Louis workmen faced in that era. It does not give an account of the struggles fought by unions to create more wholesome and healthful work environments.

The list of labor organizations does, however, tell us that the “made in St. Louis” label was on the goods stacked on shelves in general stores throughout the Midwest and West. And the list gives us a sense of the scope of the industries and trades that were building this great American City.

NINI looks forward to seeing you again soon this Autumn!

See our SPECIAL Social Distancing Day Trips on the following page!

SOCIAL DISTANCING DAY TRIPS

CLOSE TO HOME!

LIMITING OUR TOUR PACKAGES TO ONLY 16 TRAVELERS PER DAY TRIP!

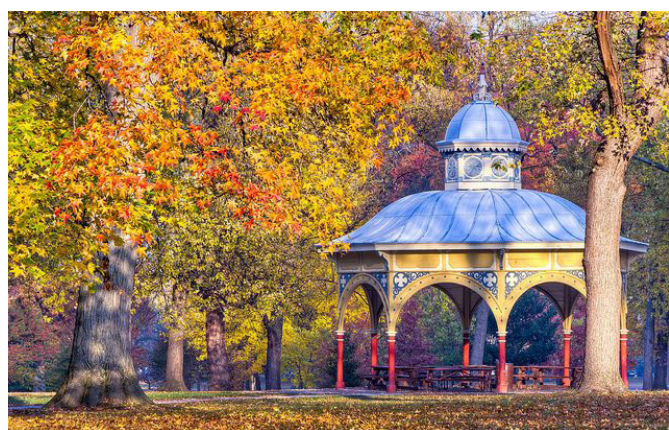


TWISTED ST. LOUIS!

September 16, 2020

JOIN US AND NINI HARRIS FOR THIS NEW DAY TRIP CELEBRATING ST. LOUIS' INFAMOUS SCOUNDRELS, CLAIRVOYANTS AND GANGSTERS THAT HAVE PEPPERED THE HISTORY OF ST. LOUIS. THIS TOUR WILL LOOK AT ODD, SEEDY, QUIRKY AND SOMETIMES TRAGIC EPISODES IN OUR CITY'S HISTORY. ENJOY A PRIVATE SOCIAL DISTANCING LUNCH AT THE LEGENDARY DRESSEL'S PUBLIC HOUSE!

DON'T MISS OUT! ONLY \$127.00 PER PERSON!



AUTUMN IN ST. LOUIS PARKS

October 14, 2020

SO YOU THINK YOU KNOW ST. LOUIS PARKS! EXPLORE THE EXTRAORDINARY LANDSCAPES OF ST. LOUIS PARKS WITH NINI HARRIS, DRESSED IN THEIR AUTUMN COLORS, WHILE SEEING WHERE SO MUCH OF OUR CITY'S HISTORY HAPPENED. FROM EARLY BASEBALL, TO TURMOIL DURING THE CIVIL WAR, TO PLAYGROUNDS OVERFLOWING WITH IMMIGRANT CHILDREN - ST. LOUIS PARKS WERE THE STAGE.

PRIVATE CATERED LUNCHEON. ONLY \$125.00 PER PERSON!



Fall on the Farm

October 17, 2020

COME ALONG AS WE TRAVEL JUST AN HOUR OUTSIDE THE CITY TO EXPERIENCE DELHI SUSTAINABLE FARMS NEAR BOURBON, MISSOURI. HERE WE WILL LEARN ABOUT HUMANE AND SUSTAINABLE FARMING AND CATTLE RAISING.

LOCATED ON 160 ACRES, THE FARM IS BEAUTIFUL IN AUTUMN AND WE WILL SEE FIRST-HAND HOW THEIR OPERATION RUNS. WE WILL ALSO HAVE A PRIVATE BBQ LUNCHEON AT THE FARM. **ONLY \$137.00 PER PERSON!**



OLDEST IN ST. LOUIS

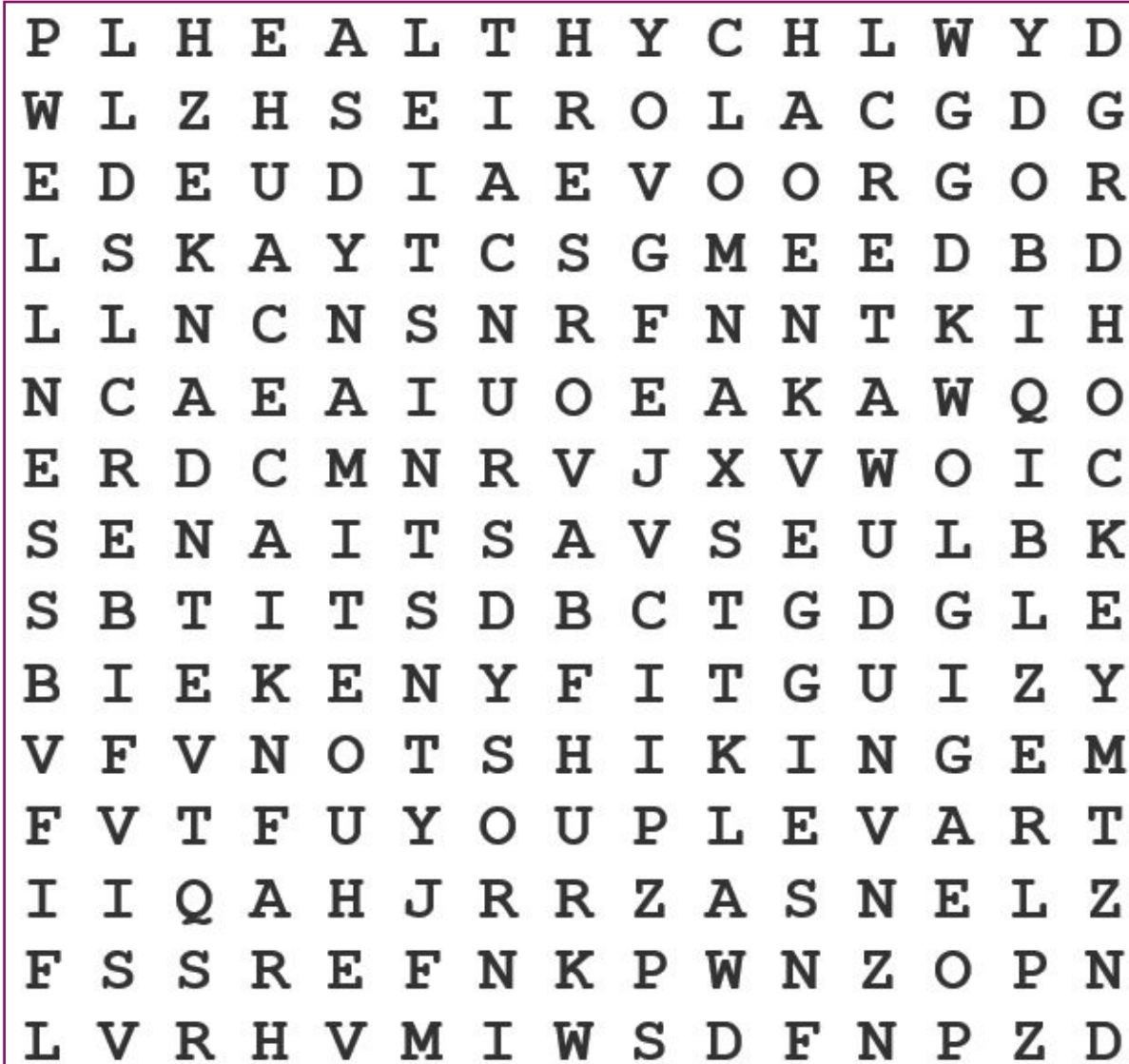
November 4, 2020

BASED ON HER SOON-TO-BE RELEASED BOOK, **OLDEST ST. LOUIS**, JOIN ST. LOUIS AUTHOR AND HISTORIAN NINI HARRIS AS WE TRAVERSE THE CITY. THE OLDEST HARDWARE STORE TO THE OLDEST PRETZEL BAKERY, FROM THE OLDEST STATUE TO THE OLDEST VIGIL, FROM THE OLDEST HOUSE TO THE OLDEST SPICE SHOP — THIS TOUR WILL LOOK AT THE HISTORY OF ST. LOUIS AS EXPERIENCED THROUGH ITS ARCHITECTURE, BUSINESSES AND FLAVORS. PRIVATE LUNCHEON AT UNION 30 DOWNTOWN.

ONLY \$121.00 PER PERSON!

A little fun and funny...

From Debbie!



Leave it to Debbie to challenge our minds! PRINT this page (or the entire newsletter) and complete Debbie's Word Search while we all continue to Social Distance at home! Good Luck!!!

ACTIVE
BIKE
BLUES
BODY
CALORIES
CARDIO
COMFORT
DANCE

DIET
DYNAMITE
ENERGY
EXERCISE
FIBER
FISH
FITNESS
FONDA

FRUIT
GLOW
GOAL
GROOVE
HEALTHY
HIKING
HOCKEY
JANE

JUNE
LEAN
MEAT
PHYSICAL
PROTEIN
RUN
SEDENTARY
SNACK

SWIM
TRAVEL
VEGGIES
VITAMINS
WALK
WATER
WELLNESS
ZONE

Q: What travels around the world but stays in one corner? A: A stamp.

Q: Which U.S. state is famous for its extra-small soft drinks? A: Mini-soda!

Q: What kind of chocolate do they sell at the airport? A: Plane Chocolate

Q: What goes through towns, up hills, and down hills but never moves? A: The road!

Q: Why did the librarian get kicked off the plane? A: Because it was overbooked.

Q: Where do math teachers go on vacation? A: Times Square

Q: Where does a cow stay when it is on vacation? A: A moo-tel!

Rebooting



we're all in this together



DIRECTIONS Tours™ Altair Travel and Cruises, and **Drury Hotels®** are excited to come together and form St. Louis' Lead Travel Partnership to move our travelers and businesses forward during these "new normal" times. With this partnership of three established and reputable St. Louis based companies, we have been able to collaborate and bring to life a new innovative way of traveling. In doing so, we feel we will provide an unmatched safe and responsible travel experience to "Reboot Travel in 2020" and beyond!

WHEN? WHERE? AND HOW? IS IT SAFE TO TRAVEL AGAIN?

When? This is the biggest "uncertain" question we have had to consider. We continue to follow the data and reopening of business and commerce across the country.

Based on those projections, we have formatted our travel "reboot" timeline.

Where? Every travel experience we offer are to destinations that we have researched and are working with to manage the protocols of social distancing and cleanliness.

How? Travel is our business, and now, more than ever, we must move forward "creatively" to provide our customers the opportunity to travel safely and responsibly.

We are calling it "**Social Distancing Travel**".

WHAT IS "SOCIAL DISTANCING TRAVEL"?

Traveling Safely, Responsibly and Respectfully! In order for us to provide these amazing travel packages, our travelers must be willing to maintain our tour's social distancing requirements and responsibilities. These new Overnight and Day Trip's offered will begin in mid-September this year and include:

1) No Flying! DIRECTIONS Tours provides new state-of-the-art motorcoaches that offer the finest onboard amenities such as; WIFI, AC plugs/seat charging portals, comfortable seats and a safe smooth ride. The motorcoach will be professionally cleaned and disinfected prior to every departure (following the American Bus Association and Federal Transportation Administration guidelines) and also disinfected inside at EVERY stop along the way.

2) Limiting our tour packages to only 16 travelers onboard per tour vacation! Our transportation accommodates 56 seats total - in which we will only accommodate 16 seats and passengers. Travelers will be seated with no one next to, across from, in front of or behind them (excluding couples), providing two full seats between fellow travelers - well beyond the required 6 feet distance recommendation by the CDC.

3) Clean, Fresh and Safe Accommodations! Drury Hotels® has been awarded 14 consecutive "Highest in Guest Satisfaction Among Upper Midscale Hotel Chains" by J.D. Power. St. Louis based and owned, Drury Hotels cleanliness exceeds travelers expectations, and now more than ever.



Rebooting 2020 TRAVEL

DIRECTIONS LLC
tours

Altair Travel & Cruises

DRURY HOTELS.

Introducing
**SOCIAL
DISTANCING
TRAVEL**

DESTINATION ROUTE 66 Tour Social Distancing Tour September 21 - October 3, 2020	DESTINATION DOOR COUNTY <i>and The Dells</i> Social Distancing Tour October 5 - 10, 2020
DESTINATION WONDERS of THE Dakotas Social Distancing Tour October 5 - 12, 2020	DESTINATION WESTERN FRONTIER Social Distancing Tour October 12 - 20, 2020
DESTINATION Lake Geneva Golf & More Social Distancing Tour October 20 - 23, 2020	DESTINATION Roamin' MISSOURI Social Distancing Tour October 26 - 29, 2020

When you are ready... we are here for you!

DIRECTIONS LLC
tours

Call Us! (314) 577-0077
www.hellodirections.com



TIPS INCLUDED!

SAVE EVEN MORE MONEY TRAVELING WITH DIRECTIONS TOURS... YOUR GRATUITIES ARE ALREADY INCLUDED!!! EVERY DIRECTIONS Tour and Day Trip Price are inclusive of ALL TIPS including your Motorcoach Driver, Tour Director, Step-On Guides and Included Meals!