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## Business Profile

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### Business Profile

#### Ambassador Travel Celebrates 35 Years With New Owner

After 35 years of dedication and service - 34 years as manager - Julia Crunk is pleased to announce that she is the new owner of Ambassador Travel. Located in downtown Belleville since 1970, Crunk has seen the popular agency go through many changes but knew all along that she wanted to call it her own.

"Every time we changed names (five times) I wanted to buy it, but the opportunity never came up," she said. "The best thing at Ambassador is we have a vacation/trip for just about anybody and the expertise to back it up."

The agency has not only made several "transitions," but it has survived many changes in the industry. For example, when the airlines started cutting commissions to travel agencies, the agencies had to find new revenue - so the smart ones turned to booking more leisure travel than corporate.

"It was a natural to change our focus to honeymoons, destination weddings and family vacations, especially tours and cruises," Crunk said. Indeed, out of the past 20 years, Ambassador has achieved the highest levels in sales with Funjet, Apple, Royal Caribbean and Disney, and been awarded as such. "This means that these companies designate us as their agency to go to because they literally know us. And we travel to all these resorts and take these cruises to check them out personally so when we book your vacation we are telling you by experience exactly what to expect."

These wise business choices have seen Ambassador through 9/11 which "really hurt travel agencies," Crunk said, "a lot of the small agencies didn't make it and again last year with the economy..."

"But we are gearing up for a great 2010! We've already booked more people than last year for May, June and July," she said. "Actually, we have already booked an around the world cruise for two people leaving in January, 2011 - it's an 180-day trip!"

Ambassador Travel has a comprehensive web site that includes her own creation called the Honeymoon Registry that is literally like "registering" for china at Dillard's or Macy's. "The couple books their honeymoon and then friends and family can make payments, buy upgrades, services at the hotel, etc.," Crunk said. **Check out [www.4ambassadortravel.com](http://www.4ambassadortravel.com) for more details.**

Ambassador Travel has all the connections with Funjet to get you, literally, on the beach with a cocktail in three hours! Call them today for the latest specials plus information on their annual Spring Training trip (March 4-9) and Cards/Cubs weekend July 23-25 in Chicago.

The agency is also a member of the Belleville Business International (BNI) group. **Located at 322 East Main Street in Belleville; (618) 234-1046; [www.4ambassadortravel.com](http://www.4ambassadortravel.com).**



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