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## Guidance Accommodates Gourmet Travel Club's New Website

*Culinary Travel Experiences Company Hires Guidance to Create its Brand New Website*

**MARINA DEL REY, Calif. – November 16th, 2010** – Guidance ([www.guidance.com](http://www.guidance.com)), which helps online retailers achieve market domination by building captivating and engaging online experiences, announced today the release of the new site for [Gourmet Travel Club](http://GourmetTravelClub.com), which offers upscale culinary travel experiences to all corners of the globe. The new site can be accessed at [www.gourmettravelclub.com](http://www.gourmettravelclub.com).

Guidance provided Gourmet Travel Club with branding and strategy, information architecture and visual design, and technical design and development services. Guidance chose Drupal CMS on which to build Gourmet Travel Club's new website. Through Drupal's administration system, content managers can easily update the sites promotional areas including featured events, images, and travel information. The site also uses SlideShowPro Director to serve up images and slideshows of travel locations.



***GourmetTravelClub.com***

The new site offers visitors the option of joining the Gourmet Travel Club by creating a free account. Members enjoy benefits and up-to-date promotions such as new travel packages and events, share findings with friends within and outside the club, add content browsed on the site to their 'favorites' folder, and post reviews of travel and lodging destinations featured on the site.

Furthermore, [GourmetTravelClub.com](http://GourmetTravelClub.com) features hundreds of à la carte travel programs, food and wine cruise packages, and culinary hotel stay experiences, as well as information about chef tours and events, food and wine festivals, farmers markets, culinary schools, and local Gourmet Travel Club chapters.

"We are pleased to have created a website for a company that offers two of our favorite things: food and travel," says Jon Provisor, CEO and Co-Owner of Guidance. "It was important for us to produce an online user experience that evoked the type of luxury experiences that Gourmet Travel Club offers."

For almost two decades, Guidance has designed and built hundreds of successful Web sites for companies in a variety of industries including entertainment, retail, and consumer products. Clients include Foot Locker, Z Gallerie, Drum Channel, and Pollstar. To learn more about Guidance's work, visit [www.guidance.com](http://www.guidance.com).



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## **About Guidance**

Since 1993, Guidance ([www.guidance.com](http://www.guidance.com)) has helped companies seize opportunities and solve problems through the innovative and practical use of technology. Guidance designs, builds and maintains eCommerce websites for retailers that are pure-play online or multi-channel – creating captivating experiences so consumers will buy more, come back often and value greater engagement with the retailer. To date, Guidance's systems have facilitated over \$3 billion in online sales. Members of the Guidance team are seasoned professionals, passionately committed to providing technical leadership and powering ingenuity. Key clients include Foot Locker, The Coffee Bean & Tea Leaf, ONEHOPE Wine, Relax the Back, Quark, and many others. Partners include: Microsoft, Magento, Mediachase, ATG, and Telligent. Guidance is based in Marina del Rey, Calif.

## **About Gourmet Travel Club**

Gourmet Travel Club is a division of Mueller Winter Travel Management Corporation, established in 1989 by President and Owner Jane Lee Winter, CTIE. Responding to market demands to provide unique, upscale culinary travel to all corners of the globe, Jane Lee Winter founded Gourmet Travel Club in 2010, combining two of her passions: food and travel. With over 31 years selling upscale leisure travel, leading groups and visiting 86 countries, Ms. Winter has partnered Destination Specialists, Cruise Lines, Hotels and other operators to offer the "Best of the Best" culinary travel experiences. To learn more about distinctive culinary travel, visit [www.gourmettravelclub.com](http://www.gourmettravelclub.com).

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