



## A Golden Success

Doing things the old-school way has brought Great Day! Tours 50 years of success

In 1964, Allen Kinney and his future wife, Ann, saw a need for charter-bus service for fellow Ohio University students going home on weekends and holidays. Before long, they branched into local sightseeing tours, but only as a side business. Kinney had a full-time job with a regional utility, the Cleveland Electric Illuminating Company.

Now, a half-century later, the Kinneys' Great Day Tours has grown into the largest and apparently the oldest tour operator in the state, according to Kinney, whose company has been an ABA member since 1979. "It was a hobby that got out of hand," he confesses.

Great Day owns no buses. Instead, it creates and sells bus-vacation packages with transportation provided by other suppliers, some of whom emblazon their equipment with the "Great Day! Tours" name.

"We work with other ABA members and have had dozens of buses on the road for tours," says Kinney, whose company also offers tours for pre-formed groups and charter-bus services.

Great Day's business is 50/50 scheduled tours versus pre-formed groups. As a travel agency, it sells cruise and air packages and creates and sells packages as a tour operator. With tours running as far west as Mount Rushmore and Texas

### Prospectus

**Operator:**

Great Day! Tours

**Location:**

Broadview Heights, Ohio

**Services:**

Scheduled-departure group tours and charter-bus tours throughout the Midwest, Southwest, Southeast, and East Coast. Cruise-line bookings and flights associated with land bookings via the company's travel agency. Charters for school groups, casino trips, and conventions.

**Website:**

[www.greatdaytours.com](http://www.greatdaytours.com)

**Phone:**

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and to the eastern seaboard and Ontario, Kinney says, "We'll go anywhere, but those are our primary markets."

Business started going gangbusters when Kinney retired from his utility job in 1993. When he focused on Great Day full-time, "growth took off," going from 18 employees to about 50, requiring the company to establish larger headquarters in Broadview Heights, 14 miles south of downtown Cleveland.