



## FranklinCovey(R) and Frommer's(R) Travel Guides Announce Their Top Ten Planning Tips for Travelers and Launch New Travel Planner and 'Travel Plans' Supplement

November 13, 2003

'Frommer's Favorite Places Planning Pages' and 'Travel Plans' Supplement Makes

Business and Vacation Travel Less Stressful

SALT LAKE CITY, Nov. 13 /PRNewswire-FirstCall/ -- With the busy travel season quickly approaching, FranklinCovey(R), a global firm providing training and tools to assist individuals and organizations in measurably increasing their productivity and effectiveness, and Frommer's(R), publisher of best-selling travel guides, today announced their Planning Tips for Travelers, in conjunction with the launch of the new "Frommer's Favorite Places Planning Pages" and new "Travel Plans" supplement. These planning tips are useful for travelers of all experience levels and can be utilized for both business and vacation travel.

Often travelers are so worried about planning the details of their trip that they are unable to focus and execute on their organizations' most important priorities if they are traveling for business, or are unable to relax and enjoy themselves if they are traveling for pleasure. The following travel planning tips simplify a trip, giving the traveler the ability to plan, organize and take control of his or her business trip or vacation. FranklinCovey and Frommer's Planning Tips for Travelers include:

- \* Create a travel plans checklist. This checklist brings into perspective all the small things that go into planning a business trip or getaway. Check off each item as you go -- everything from finding someone to watch your pet to packing the necessary items for your trip.
- \* Prepare a budget and log expenses. This includes knowing how much you have to spend on expenses such as airfare, hotels, rental cars, meals, and ground transportation. Keep a log of all expenses and receipts so you don't exceed budget and so it is easy to receive an expense reimbursement when traveling for business.
- \* Book airfare, hotels, train travel, and rental cars in advance. Booking these items well in advance can not only save money, but also alleviate last minute aggravation in having flights and rooms sold out. Planning in advance offers more financial benefits, and personal options.
- \* Create a daily itinerary. Have a day-to-day view of your travel plans, so you can organize, prioritize, and accomplish daily goals for the trip. Write down the names of the people with whom you have appointments or would like to visit, the activities in which you want to participate, and the sites you want to see on your trip.
- \* Minimize luggage hassles. Check with the airline you will be traveling with about luggage restrictions. In addition, it is a good idea to pack a regulation size carry-on bag with a single change of clothes and prescription medications, in case your luggage is lost. If possible, try to book nonstop flights to prevent luggage from getting lost during plane changes. Always tag luggage with proper identification, using brightly colored tags to avoid luggage mix-up. Use luggage with wheels to avoid back and shoulder discomfort.
- \* Pack luggage sensibly. Pack so you can easily repack if you are pulled aside for a random security check. Fold clothes in overlapping layers so they cushion each other. Roll clothes to save room. Bring wrinkle-free clothing. Seal toiletries in resealable plastic bags. Pack accessories on sides of your luggage, placing socks in shoes, shoes in plastic bags, and toiletries on the top edge of your suitcase near the handle to avoid damage.
- \* Have all of your travel information in one place. Review your travel plans and place them in one, easy to access mobile place. This information should include travel itineraries, lodging information, car rental reservations, contact information, and your daily schedule.
- \* Make plans at your place of employment for your absence, regardless if the trip is for business or pleasure. Plans such as setting your

e-mail to out of office auto reply, creating an extended absence greeting on voice mail, and leaving instructions for the completion of projects in your absence are examples of the tasks that need to be completed before leaving the office.

- \* Dress for traveling in comfort. Dress sensibly for traveling. Wear layers of comfortable clothes, as the climate in airplane cabins is unpredictable. Take a sweater or jacket to put on or take off as the on-board temperature dictates. Choose comfortable shoes, since legs and feet tend to swell during air travel. You will also appreciate them when walking long distances through airport terminals.
- \* Plan in advance to avoid jet lag. If you are crossing several time zones, drink an ample amount of water before, during and after your flight. Experts recommend drinking at least two 8-ounce glasses just before departure and 1 liter for every hour you spend in the air-in addition to beverages you drink with meals. Remember to adopt the hour of the time zone you're traveling to by setting your watch and starting to think according to the new time zone. Book travel to accommodate arriving at a reasonable hour to get a good night's sleep.

In addition to these tips, FranklinCovey has also introduced the new "Frommer's Favorite Places Planning Pages" to make travel planning easier. Now available at more than 150 FranklinCovey retail stores, in the FranklinCovey catalog, and at [www.franklincovey.com](http://www.franklincovey.com), the "Frommer's Favorite Places Planning Pages" is a daily planner with travel photos and facts featuring some of the world's most exotic destinations. Users can now access daily travel tips and information about various cultures and sites around the globe, as they set goals and manage their time.

The planner includes 12 months of planning pages, two-pages-per-day with full-color imagery from Frommer's 52 "favorite places" (one image per week). Additionally, a different destination-specific tip or information is included on each daily spread, which has been provided by Frommer's. A special content-rich back-end section features helpful and interesting tips, advice, insight, and travel recommendations from the experts at Frommer's.

"We are thrilled to offer our customers another great productivity tool that enables them to get things done that are most important to them, while utilizing valuable travel tips and advice from Frommer's, the best-selling travel guide expert in the world," said Kent Frogley, Vice President, FranklinCovey Corporate Marketing and Communications.

Like other FranklinCovey Planners, the "Frommer's Favorite Places Planning Pages" are filled with FranklinCovey's world-renowned content, training and forms to help individuals focus on goals based upon values, mission and roles. By prioritizing tasks each day, progress is made toward achieving what matters most to planner users.

Among the FranklinCovey Planning System tools included in the "Frommer's Favorite Places Planning Pages" are the two-pages-per-day Daily Pages with Prioritized Daily Task List(TM); Daily Notes and Appointment Schedule; Weekly Compass(R) Cards with Pouch Pagefinder(TM); Master Task List(TM); Monthly and Yearly Expense Forms; Two-page Monthly Calendar Tabs; Future Planning Calendars; Address/Phone Pages; and Personal Management Tabs and Pages.

In addition to the "Frommer's Favorite Places Planning Pages," FranklinCovey has also introduced the new "Frommer's Travel Plans" supplement which helps travelers plan time away from home with ease and efficiency. The supplement includes nine different forms to use when planning your business trip or vacation: Travel Plans Checklist; Making Dollars & Sense of It; Choosing an Airline; Booking Your Train Travel; Choosing a Rental Car; Choosing Your Lodging; Places to Go, People to See, Things to Do; Travel Plans Summary, and Daily Itinerary. These forms are designed to allow travelers to break up the planning process and make each task manageable.

The "Frommer's Favorite Places Planning Pages" are developed around FranklinCovey's world-renowned FOCUS: Achieving Your Highest Priorities time management and productivity curriculum, in which more than 20,000 professionals are trained each month. The planner is based upon the FranklinCovey Planning System principles practiced by more than six million people around the world and is available in both a January 2004 and July 2004 start date in classic size (5 1/2" x 8 1/2" pages: \$39.95) and in compact size (4 1/4" x 6 3/4" pages: \$38.95). The "Frommer's Travel Plans" supplement is available in classic size for \$5.95 and in compact size for \$5.75.

FranklinCovey also offers binders which hold FranklinCovey planning pages that are priced from \$29 to \$250, and business totes and cases that hold laptops, handhelds, cell phones and other accessories that are priced from \$79 to \$250. Various styles, colors and sizes are available according to personal preference.

The first Frommer's travel guide, Europe on \$5 a Day, published in 1957, taught Americans that they could afford to travel, and ushered in the age of modern tourism. In the 46 years since, Frommer's has developed a major Web presence ([www.frommers.com](http://www.frommers.com)), and more than a dozen travel lines for every type of traveler, from budget to deluxe, but the series remains faithful to its original mission -- to make travel a time of adventure and self-discovery.

About FranklinCovey

FranklinCovey (NYSE: FC) is the global leader in effectiveness training, productivity tools, and assessment services for organizations and individuals. FranklinCovey helps companies succeed by unleashing the power of their workforce to focus and execute on top business priorities. Clients include 90 percent of the Fortune 100, more than 75 percent of the Fortune 500, thousands of small and mid-sized businesses, as well as numerous government entities and educational institutions. Organizations and individuals access FranklinCovey products and services through corporate training, licensed client facilitators, one-on-one coaching, public workshops, catalogs, over 150 retail stores and [www.franklincovey.com](http://www.franklincovey.com). FranklinCovey has 2,000 associates providing professional services and products in 39 offices and in 95 countries.

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11/13/2003

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/Web site: <http://www.wiley.com> /

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