

news

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The Spring Break Issue

SPRING BREAK DISCOUNTS

Students who need to get away this spring without draining their bank accounts can check out studentadvantage.com, the place to go to find discounts on rental cars, hotels, rail and bus fares, and other Spring Break necessities. To get the savings students need to be a Student Advantage Member. Check out the Affinity Marketing channel to find out how your business can reach college students by becoming a Student Advantage National Partner.

GREAT SPRING BREAK TRAVEL DISCOUNTS ON STUDENTADVANTAGE.COM INCLUDE:

Amtrak® - Members SAVE 15% on coach fares. Go to www.amtrak.com and book online—just enter the Student Advantage Membership number when prompted—or go to the nearest Amtrak location.

Choice Hotels - Members SAVE 15% at any one of the 7 Choice Hotel brands: Clarion Hotels, Comfort Inns & Suites, EconoLodge, MainStay Suites, Quality Inn, Hotels & Suites, Rodeway Inn and Sleep Inn.

Dollar Rent A Car - Members receive up to a 15% DISCOUNT on the Sensible Rates® Program with the Student Advantage Membership. And there is no underage fee for renters twenty-one through twenty-four.

eBags.com - All Student Advantage Members will receive 10% off on purchases when they click on eBags from studentadvantage.com.

Greyhound - Student Advantage Members go round trip anywhere Greyhound goes in the U.S. for \$99! Or get 15% off walk-up fares with a Student Advantage Card. For the \$99 fare, students must travel between. See a local Greyhound agent for details. Some restrictions and blackout dates may apply.

priceline.com - Student Advantage Members get \$25 added to any offer on airline tickets with the use of the Student Advantage Card. Go to studentadvantage.com/priceline for details!

STS - Student Advantage Members get \$30 Off Caribbean packages and \$10 Off Florida packages at STS - Student Travel Services - America's largest student tour operator. Discounts available for direct bookings only.

Spring Break Travel - Student Advantage Members get \$25 Off Spring Break Travel's already low-priced Spring Break Bahamas Party Cruise simply by using their Student Advantage Card. Check out springbreaktravel.com or call 1-800-678-6386 for more information.

US Airways® - Take off for Spring Break and receive special shuttle and zone fares and exclusive US Airways Dividend Miles® bonuses when booking travel online at usairways.com

• Student Advantage Members earn 2,500 bonus Dividend Miles with their

first online booking of a US Airways flight at usairways.com (does not combine with other online booking bonuses) PLUS

- 500 bonus Dividend Miles with each additional online booking at usairways.com (combines with other applicable online booking bonuses)
- Special Zone Fares as low as \$138
- Special Shuttle Fares



Common Alternative Spring Break Experiences

- 1 Volunteering time to an environmental organization, building a home, and tutoring children.
- 2 Backpacking, camping or whitewater rafting.
- 3 Spring skiing
- 4 Visiting old friends in a fun city or at school
- 5 Getting pampered at an overnight or day spa with friends
- 6 Getting a short-term internship

HOT Spring Break Destinations

Panama City Beach, FL
Europe
Cancun, Mexico
South Padre Island, TX
Lake Havasu, AZ
Bahamas and the Caribbean

HOT Spring Break FASHION:

Tube Tops
 Braids
 Wraps
 Reefs (flip flops)
 Halter Tops
 Cargo Shorts
 Hawaiian Prints
 Trendy Shades (Gucci, Calvin Klein, Armani)
 String Bikinis



Spring Break Plans

Last year, nearly half of the respondents to a February 24 CollegeClub.com poll, said they did not have Spring Break plans. The poll, which garnered 4,264 responses, also found that nearly a quarter of the respondents said they had something else planned other than the typical beach, ski and road trips.



Responses to last year's poll question, "**Do you already have plans for Spring Break?**" were:

- 48% of the respondents said no plans yet
- 8% said they were going on a road trip
- 14% said they were going to the beach
- 2% said they were going to the mountains
- 28% said they had plans but were doing something other than going to the beach, the mountains or on a road trip

Drinking on Spring Break

Contrary to B movies and college folklore, "sober" may be the word that best describes the behavior of most college students during Spring Break. According to a poll on Student Advantage's CollegeClub.com that ran last March 19th and garnered more than 6,922 responses, more than half of those responding said either they hadn't or had no plans to get drunk over Spring Break.



Student responses to last year's question, "**Will you (or did you) get drunk over Spring Break?**" were:



- **48%** said No
- **22%** said Yes, many times!
- **20%** said Yes, once or twice.
- **10%** said Probably not

Student Advantage advises students on what NOT to do over Spring Break:

EIGHT THINGS NOT TO DO OVER SPRING BREAK:

- 1 Do not forget to bring film, swimsuits, medication, etc... this stuff is always more expensive at resorts.**
- 2 Do not flash body parts; cameras preserve images for everyone to see, including mom and dad.**
- 3 Do not room with strangers; try to stay with your friends or someone you know if possible.**
- 4 Don't drink too much to impress others; you'll wind up puking, and that is not very impressive.**
- 5 Don't allow your skin to burn the first day; it will ruin your entire week.**
- 6 Avoid casual sex with strangers; you may regret it later.**
- 7 Don't carry a lot of cash; use credit/debit cards or travelers checks.**
- 8 Don't go out alone, or wander away from your friends.**
- 9 Don't accept drinks from strangers or leave your drink unattended.**
- 10 Don't cheat on your boyfriend or girlfriend; you never know who's watching.**

