

# Only Two Seats Left: The Incredible Contiki Story

From humble beginnings in 1962, Contiki has grown into one of the world's leading travel companies for young adults. Only Two Seats Left tells the incredible story of Contiki's rise to success, from its early days as a small tour operator to its current status as a global travel giant.



## Only Two Seats Left: The Incredible Contiki Story

by John Anderson

★★★★☆ 4.5 out of 5

Language : English  
File size : 9063 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Lending : Enabled



The book is packed with fascinating stories and insights from Contiki's founders, employees, and customers, and it provides a unique glimpse into the world of youth travel. Whether you're a seasoned traveler or simply dreaming of your next adventure, Only Two Seats Left is a must-read.

## The Early Years

Contiki was founded in 1962 by John Anderson and Gad Leshem. Anderson was a young Australian tour operator who had a passion for travel. Leshem was an Israeli businessman who had a knack for marketing.

Together, they launched Contiki with a single tour from London to Paris. Within a few years, Contiki had expanded its offerings to include tours of Europe, Asia, and Africa.



Contiki's early success was due in part to its innovative approach to youth travel. Anderson and Leshem recognized that young people wanted to travel in a way that was both affordable and fun. They designed Contiki's tours to be small and intimate, with a focus on adventure and exploration. They also priced their tours competitively, making them affordable for young people on a budget.

### **The Rise to Success**

In the 1970s and 1980s, Contiki continued to grow rapidly. The company expanded its offerings to include tours of North America, South America, and Australia. It also began to offer a wider range of tours, including

adventure tours, ski tours, and beach tours. By the end of the 1980s, Contiki was one of the world's leading youth travel companies.

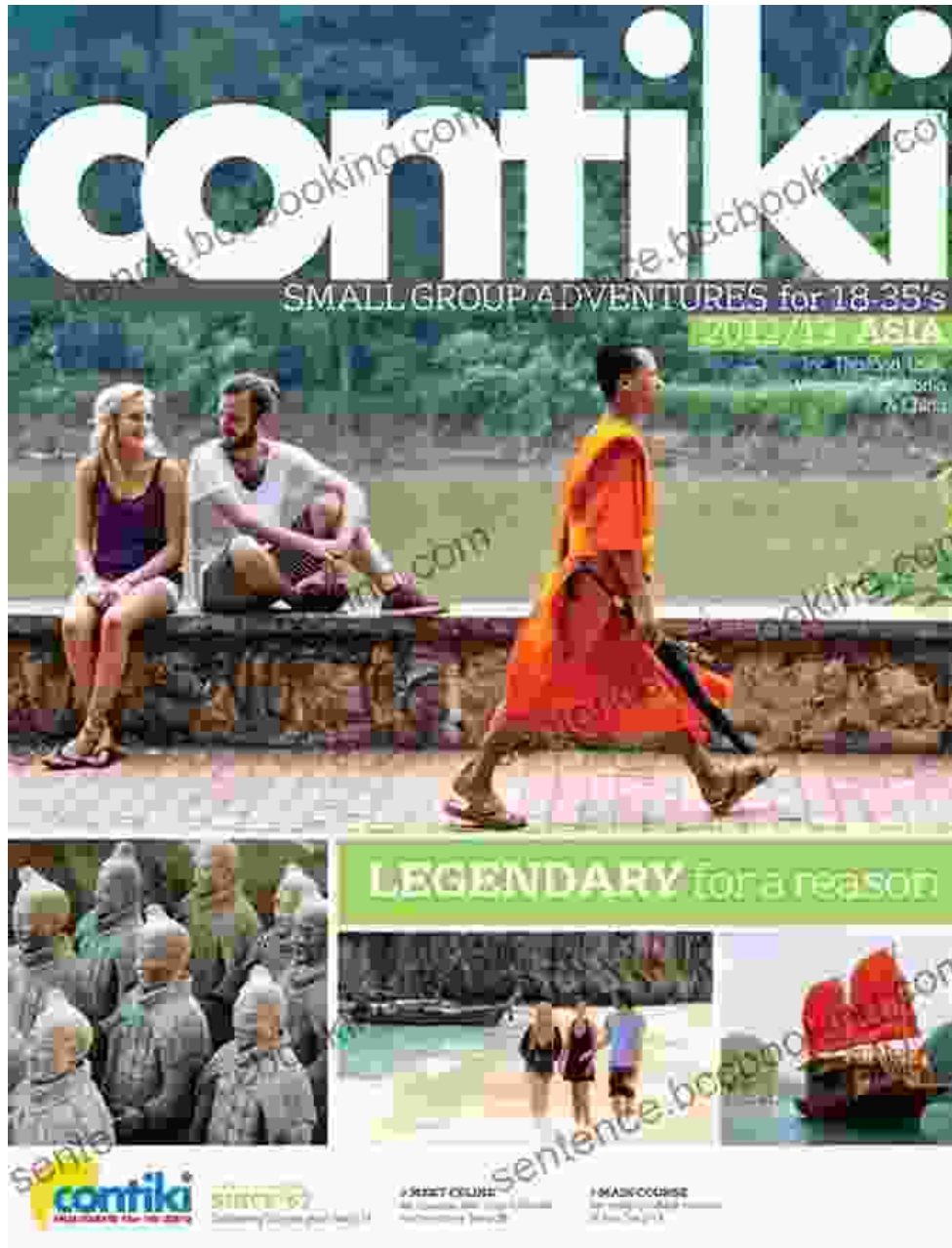


A group of Contiki travelers on a tour of Europe

Contiki's success was due to a number of factors. The company's tours were well-priced, well-organized, and well-marketed. Contiki also had a strong brand identity, which made it easy for young people to recognize and trust the company. In addition, Contiki's tours were often featured in travel magazines and newspapers, which helped to generate even more awareness of the company.

## **The Global Travel Giant**

In the 1990s and 2000s, Contiki continued to grow and evolve. The company expanded its operations to include new destinations, such as China, India, and Southeast Asia. It also began to offer a wider range of tour packages, including tailor-made tours and private tours. In 2006, Contiki was acquired by The Travel Corporation, one of the world's leading travel companies. This acquisition gave Contiki access to even more resources and expertise, which allowed it to continue to grow and expand.



Today, Contiki is one of the world's leading travel companies for young adults. The company offers a wide range of tours to over 100 countries, and it has a reputation for providing high-quality travel experiences at an affordable price. Contiki is also committed to sustainability, and it has been recognized for its efforts to reduce its environmental impact.

**Only Two Seats Left**

Only Two Seats Left is the definitive history of Contiki. The book tells the story of the company's humble beginnings, its rise to success, and its continued growth



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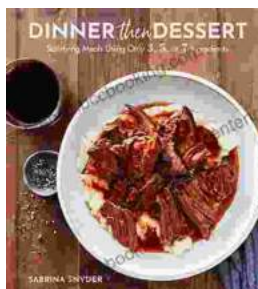
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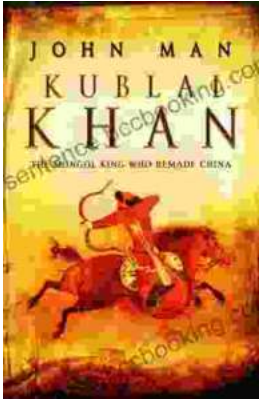
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