

Item: Your Second Fast Lane Petergram Travel Newsletter in 2022:
Petergram #02 (#96 since inception)

Date: **Saturday, January 8th 2022**

From: Peter Sontag writing from the Fast Lane Travel Office in Oldsmar,
Florida

To: Our Fast Lane Travel Customer Family and Friends at home in
Australia, Canada, Europe, Iceland, New Zealand, Singapore,
South Africa and in the **USA!**

Subject: I just want to underscore what I said in my first Petergram in 2022: Let's make
this year a determined **renewal of our spirit**, "Lebenslust" = joie de vivre,
carpe diem, camaraderie, and wonderful new Fast Lane Travel experiences!
No more hunkering down!



I. Inflation and the 'Experience Economy' Government statistics don't account for how much consumers value memories and time well spent. Source: The Wall Street Journal, Jan. 5. 2022 By B. Joseph Pine II.

The pandemic decimated physical experiences; no one wanted to gather with others. Experiences are intrinsically important to human beings, so we shifted from the physical to the digital, from the social and communal to the familial and individual. But whenever experiences opened up again—theme parks, bars and restaurants—they filled to whatever capacity the government allowed. Movie theaters proved a big exception, but "Spider-Man: No Way Home," released in December, showed the way back to packed theaters by finally offering a blockbuster film that people really wanted to see in full cinematic splendor. Unfortunately, the government still classifies experiences as services. The latter, however, merely provide *time well saved*. The disparity in value is too profound between, say, going to a dry cleaner and a concert, between having your oil changed and changing your physique at a gym, between home delivery of goods and the spending the day with your family at a theme park.

Worse, the Bureau of Labor Statistics has yet to catch up to this shift in the economy. The standard market basket it uses to measure the consumer-price index is still weighted too much toward goods and traditional services. The result: The CPI for decades has been measured as lower than the actual rate. Shouldn't we be more precise in measuring how people actually spend money?

One comparison illustrates the point. Walt Disney World first charged a single admission fee in 1981, no longer requiring separate tickets for individual rides. According to AllEars.net, a website dedicated to covering Walt Disney Co., the price back then was \$9.50—\$8.89 excluding the 4% sales tax.

Fast-forward to 2021, and a one-day standard ticket price is \$109 before taxes. That's a compound growth rate of 6.39%. Meanwhile, the CPI increased by 2.76% a year over that same period. So, for 40 years the price to go to Walt Disney World has gone up 2.3 times as fast as the CPI. Is that because its costs—cast-member wages, ride-building supplies—have gone up so much more than in other businesses? Hardly. It's because of more engaging and immersive rides, greatly expanded areas, shorter wait times and more personal attention.

That's why Walt Disney World outpaced measured inflation by so great a rate—because consumers value its experience more than the average market-basket good and are willing to pay much more for it relative to other offerings. This same effect is true for the myriad experiences that make up today's "Experience Economy."

Consumers also value their time more highly than they used to. They want goods and services to be commodities—bought at the lowest possible price and greatest possible convenience—so they can spend their hard-earned money and their harder-earned time on experiences they value more highly.

This is true for several reasons, among them that average household income has increased enough (at least in the developed world) to pay for most all the necessary "stuff." One of the things the pandemic made clearer is that what gives life meaning isn't stuff but shared experiences—with family, loved ones, colleagues, and even strangers. The federal government needs to recognize experiences as the distinct economic offering they are and accurately take them into account in its statistics, including how the standard market basket has shifted toward experiences and how much faster they increase in value—and therefore price—than services. That would lead to a better understanding of the economy.

Mr. Pine is a co-founder of Strategic Horizons LLP and co-author of "The Experience Economy: Competing for Customer Time, Attention, and Money."

II. Let's Focus on the Basics of our 2022 Fast Lane Travel PORSCHE and Luxury Car Tours News: In order to operate any of our tours and not lose our shirts we need at least a dozen cars participating. We have conducted our fantastic tours with many more and with less. But after the disastrous 2020 and the tepid 2021 we are looking forward to a resurgence of demand in 2022. So please review our programs and start booking your trips. A special thanks to the folks who so far have signed up for the PCA Spring and Fall TREFFENs in Stuttgart and the always popular Tuscany private estate PORSCHE Fest. See item F below for information on a potential second Tuscany Tour.

A. GOOD NEWS: 2022 FLORIDA Flamingo Luxury Tour "Best of Florida" Tour:



Monday March 14th to Saturday, March 19th 2022. We have restructured the trip and were able to substantially reduce the price! By popular demand we have **re-designed** last year's **Florida Luxury Tour** to create this fun **Luxury driving tour**. Included are all automobile marques residing at **Wheel Base**, like antique beauties, Ferraris, Lambos, Porsches, perhaps even a couple original Cobras, in addition to some wonderful Fast Lane Alumni Porsches. **Go to our**

website www.fastlanetravel.com or call for more information 813 343 3001. Your cars have been parked for too long.

- B. **2022 PCA Spring PORSCHE Treffen** to Stuttgart-Zuffenhausen Monday, May 2nd to Saturday, May 7th 2022. **ALMOST SOLD OUT.** We still have space for two more couples – register now please.
- C. **2022 PCA Fall PORSCHE Treffen** – we are getting lots of requests. I predict that by February it'll be sold out.
- D. **2022 Twelve Alpine Passes** is featured on our website, Tue. May 31st to Thu. Jun. 9th 2022 at **\$12,998 per person**, double occupancy. Pure luxury and adrenaline – don't miss this one.
- E. **2022 Tuscany PORSCHE Fest**, Mon. Oct. 3rd to Sat. Oct. 15th 2022 at **\$15,498 per person**, double occupancy **IS SOLD OUT** – We have started a waiting list.
- F. **2022 Tuscany PORSCHE Fest #2**, planned dates are Wed. Oct. 12th to Sun. Oct. 23rd 2022. **Note:** We will only conduct the **Second Tuscany PORSCHE Fest** if we get 12 couples signed up for the trip! Thus, if you would like to participate in #2 please send me an e-mail to peter@fastlanetravel.com to let me know that you'll participate. Folks who are currently on the waiting list are guaranteed their space. You will not be billed. Once we have ten couples signed up, we will notify you and send out deposit invoices and the trip will be a GO. This is a 2019 promo video – ignore the dates, but the substance of the video conveys the wonderful **Tuscany Tour** we have been conducting for over ten years now <https://youtu.be/QwhmeV1NB6M>
- G. **Not all trips are on www.fastlanetravel.com yet.** – we are working diligently on completing the 2022 itineraries and updating the website. **Call us anytime to register for any of our trips.** FYI: the **Frühlingsfest** in Stuttgart is better than the **Oktoberfest** in Munich. It's THE best party after a long winter. You haven't lived until you have been in a beer hall with 5,000 Germans, dancing on tables, singing "Take me Home Country Road."



2022 Fast Lane PORSCHE Trips in Current Planning V-96				
Code	From	To	PORSCHE Tour	Highlight
WBT	14-Mar	19-Mar	Wheel Base Flamingo Rally Florida	Photo Rally
STR	2-May	7-May	Original PCA PORSCHE TREFFEN Stuttgart	+Spring Beerfest
TAP	31-May	9-Jun	Twelve Alpine Passes PORSCHE Fest	2019 Success Repeat
LEM	5-Jun	13-Jun	The 90th 24-Hours of Le Mans Luxury Tour	Pit Pass, 50-Yard Line
AUS	29-Aug	9-Sep	Come Home to Peter's Austrian Mountains	in design
GRC	4-Sep	17-Sep	German Romantic Castles - Baltic Sea	2021 Success Repeat
FTR	11-Sep	17-Sep	Original PCA PORSCHE TREFFEN Stuttgart	P Factory
SWI	20-Sep	29-Sep	Carolinas Fall Colors - Tail of the Dragon	2020 Success Repeat
CHP	20-Sep	1-Oct	Wonderful Switzerland plus a little Italy	in design
TPF	3-Oct	15-Oct	Ultimate Tuscany PORSCHE Fest & InterAlpen	SOLD OUT
NEN	18-Oct	23-Oct	Fall Colors of New England	in design
RWW	29-Oct	8-Nov	Romantic Wild West - fabulous tour	2021 Success Repeat

III. My Final Thoughts: Just Some Random Observations:

- If you're sitting in public and a stranger takes the seat next to you, just stare straight ahead and say: "Did you bring the money?"
- When you ask me what I am doing today, and I say "nothing," it does not mean I am free. It means I am doing nothing.
- I finally got eight hours of sleep. It took me three days, but whatever.
- I don't mean to interrupt people. I just randomly remember things and get really excited.
- When I ask for directions, please don't use words like "east."
- It's the start of a brand-new day, and I'm off like a herd of turtles
- Don't bother walking a mile in my shoes. That would be boring. Spend 30 seconds in my head. That'll freak you right out.
- That moment when you walk into a spider web, and suddenly turns you into a karate master.
- Sometimes, someone unexpected comes into your life outta nowhere, makes your heart race, and changes you forever. We call those people cops.
- The older I get, the earlier it gets late.
- My luck is like a bald guy who just won a comb.
- If my body is ever found on a jogging trail, just know that I was murdered somewhere else and dumped there.
- Respect your elders. They graduated from school without the Internet.
- I've decided I'm not old. I'm 18 with 60 years of experience.
- Behind every angry woman stands a man who has absolutely no idea what he did wrong.
- Let's stop sending money to other countries and let them hate us for free.
- Vegetarian is the ancient tribal word for the village idiot who can't hunt, fish or light fires.
- I look at people and sometimes I think "really?" That's the sperm that won?
- In my defense, I was left unsupervised.
- Some things are better left unsaid and I usually realize it right after I say them.
- I thought getting old would take longer.



Please stay safe, healthy, get both of your inoculations and booster shots, wear your masks in stores and don't hug strangers. Look forward to the great times we will have together again on the MANY fabulous PORSCHE tours in 2022. I can't wait to get back to Europe in May for the **Spring Treffen**. All the best to you, Peter