FAST LANE TRAVEL®

Life in the FAST LANE

#41 / Issue #345 **Saturday, October 24th, 2026**

TOPICS:

Our First Priority is Listening

Photo Memories

TO: Our Fast Lane Travel Family in Australia, Brazil, Canada, China, Dubai, Ecuador, all of Europe, Iceland, Iceland, Japan, Kuwait, New Zealand, South Africa, and the USA!

Our First Priority is Listening

Good morning, friends.

Pull up a chair, pour yourself a favorite brew, and sit with me, Christina, once again, for a spell.

As I write this week's Petergram, our Tuscany Tour has officially come to a close, and the messages, texts, and phone calls have been pouring in. One thing has been remarkably consistent: everyone is talking about what a wonderful time they had. In fact, Linn Currie called shortly after returning home and summed it up perfectly. She told me, "It was not a vacation, it was an experience."

I don't think there is a better compliment than that.

At Fast Lane Travel, we have always believed that the greatest journeys are about more than hotels, meals, or even the spectacular destinations themselves. They're about the stories that unfold, the friendships that are formed, the laughter shared around a dinner table, and the memories that stay with you long after the suitcase has been unpacked.

But here's something I want to share with you honestly.

Not every tour goes exactly as planned.

We spend countless hours planning, confirming, reconfirming, and then confirming yet again. We communicate with hotels, restaurants, museums, transportation providers, guides, and attractions. We build contingency plans, double-check schedules, and do everything within our power to create a seamless experience. Still, sometimes circumstances outside of our control find their way into even the most carefully crafted itinerary.

Take Tuscany, for example. We had anticipated enjoying lunch at the Christophorus Restaurant following our visit to the Porsche Factory. What we discovered only afterward was that the lunch arrangement had actually been made at Café Boxenstop. Was it the experience we expected? No. Was it a disappointment compared to what we had envisioned? Certainly. But it serves as a reminder that even with careful planning, there are moments when expectations and reality don't quite align.

And if there's one part of any tour that keeps travel professionals awake at night, it's transfers.

Airlines delay flights. Connections are missed. Baggage takes an unexpected detour. Drivers arrive late. Providers occasionally fail to follow instructions exactly as communicated. We provide every detail, every confirmation number, every piece of information our travelers need, yet sometimes the handoff between providers doesn't happen as smoothly as anyone would like. When it doesn't, it can leave travelers feeling stressed, frustrated, and understandably less than excited.

After more than fifty years in business, we've learned something important.

It's not necessarily the complaint that defines an experience.

It's how the complaint is handled.

When concerns arise, our first priority is listening. We want our travelers to know they have been heard. Then we move quickly. We look for solutions, not excuses. We work to resolve issues immediately whenever possible, and we continually ask ourselves how we can improve processes to keep similar situations from happening again. We believe being proactive matters. Owning mistakes matters. Correcting them matters even more.

And sometimes, when the dust settles and travelers return home, we're reminded why we work so hard.

A few days ago, I received this email from Tom and Dale Webb after they returned home to Saskatchewan:

"After we felt like there was a bit of a shaky start to the tour, please know that you and your team at Fast Lane Travel really came through for us (and the rest of the group) and made our trip one that we will cherish forever.

Thomas, Miro, Fabian and Benjamin all worked hard at making sure that every detail was taken care of with a friendly smile and a positive attitude. The fact that our initial concerns were addressed so quickly and resolved without question truly speaks volumes as to how Fast Lane has survived for 51 years.

It's truly refreshing to find a company that still treats its clients with as much respect and caring as yours does.

We're looking forward to the next time we can possibly join Thomas and his team for another memory-filled tour."

I will admit, reading those words meant a great deal to me.

Not because they said everything was perfect. In fact, quite the opposite.

What touched me most was their recognition that challenges arose, concerns were expressed, and solutions followed. Travel is made up of thousands of moving parts, and perfection is not always possible. What is possible is caring deeply about the people who trust us with their precious vacation time and doing everything we can to make things right when circumstances don't go as planned.

That commitment has carried Fast Lane Travel through 51 years of creating automotive adventures around the world. It's a promise we take seriously every day, whether we're planning a Porsche factory tour, coordinating airport transfers, selecting a mountain pass in the Alps, or helping someone fulfill a lifelong dream of driving roads they've only seen in magazines.

As another tour closes and we begin looking ahead to the adventures still to come, I'm grateful for every traveler who places their trust in us. Thank you for allowing us to be part of your stories.

And to Tom and Dale, thank you for reminding us why we do what we do.

Until next week, keep dreaming about the open road.

On behalf of Peter Sontag and the Fast Lane Travel Team,

Christina Richardson
Fast Lane Travel, Inc.

Photo Memories

Please stay healthy and happy. I'm looking forward to the great times we will have together again with my Team on one of the fabulous tours we are planning for 2027. All the best to you, **Peter**