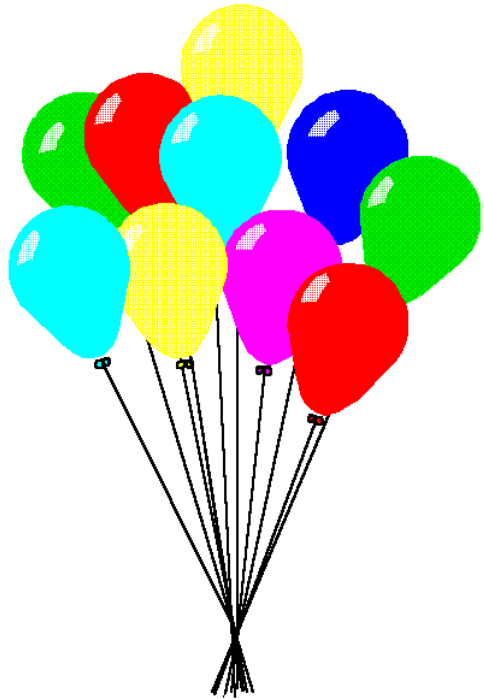


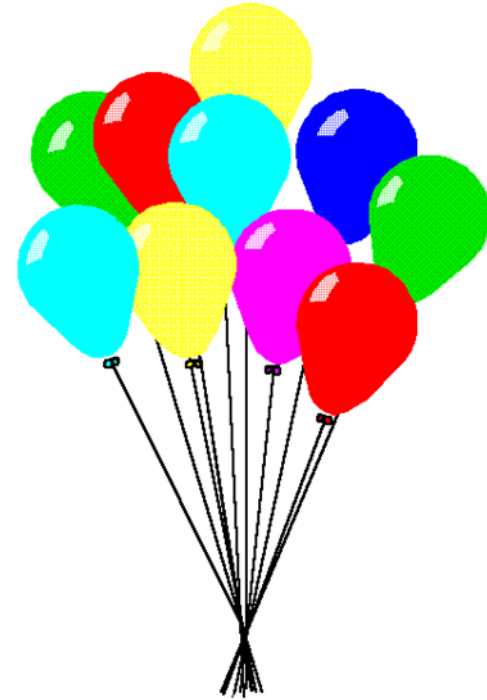


# **Dash Travel**

**WELCOMES YOU TO OUR 60<sup>TH</sup>  
ANNIVERSARY CELEBRATION**



**OCTOBER 17<sup>TH</sup>, 2018**



# *Let's Party*

*Dash Travel Celebrates 60<sup>th</sup> Anniversary Bash*



*October 17<sup>th</sup>, 2018*

*Old School Square Field House  
51 North Swinton Avenue, Delray Beach  
5:00pm - 8:00pm*

*Cocktails, Hors d'oeuvre, and Cake*

*RSVP by October 1, 2018 at [Info@Dashtravelandcruises.com](mailto:Info@Dashtravelandcruises.com)*



**Dash  
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# ...THE EARLY YEARS



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Each day, information on testing is

# Dash Around The World With DASH TRAVEL

BY DIANE FEEN

PHOTOS BY MELISSA KORMAN

If you think travel agencies have gone the way of the Edsel have a chat with Joel Dash, owner and founder of Dash Travel in Delray Beach.

Joel opened his first travel agency in 1959 in New York and holds the record for being one of the most distinguished travel agencies (and agents) in the country. "I've been to 108 countries, seven

continents, 50 states and 200 cruise ships," said Joel, who has also dined with dignitaries, run a "Disco Train" from New York to Montreal and booked the Rolling Stones first trip to the US.

To say Joel and his son Jeff are the consummate travel masters is an understatement. They are the travel business rolled into one neatly packaged agency of brilliance and refinement. Both are adamant



JOEL AND JEFF DASH WORKING AND BOOKING CLIENTS AROUND THE WORLD

they sell experiences that last a lifetime. There's no arguing that statement. "My trip was absolutely magical, beautiful, indulgent and simply perfect!! We had a beyond amazing time! Tuscany Italy and tour - sightseeing, Florence, Venice, Amalfi Coast, private drivers, restaurant reservations - it was all perfect," said Rachel.

Rachel isn't the only one who praises the astute knowledge and ability of the Dash's to create magic for travelers. Everyone who puts their travel dreams into the hands of Dash Travel Agency comes out a winner. "If you're looking to book a trip all you have to do is ask me, I've been there," said Joel. "We make sure you get booked at the right hotels, you get VIP service and added amenities."

When it comes to cruise ships and exotic travel Jeff and Joel can not only make it happen but they can up the ante for a luxurious outcome. "We can book clients on cruise ships offering additional amenities such as specialty dining, shore excursions, free gratuities, Wi-Fi and other amenities," said Joel, an Ohio State graduate.

If you want a Ferrari waiting for you in Italy, a villa in Spain or a riverboat cruise down the Nile call the Dash's. They can make it all happen, whether your dream is to stay in a castle in Spain or a three-bedroom home in Orlando with a pool (that's less money than a hotel).

think they don't need a travel agent - Jeff will tell you otherwise. "The Internet is our friend. It gives people a chance to do research and see where they want to go. But we make sure you get accurate valuable information on where you will feel most comfortable and treasured. At no extra cost we are a safety net in case anything goes wrong. We are open seven days a week and available 24/7."

As a matter of fact the first cruise ship excursion to Cuba is May 15th and Dash is taking the lead. "We are booking a group from the Delray Chamber of Commerce on the June 12th cruise to Cuba. This cruise will be unique - the people, the music - the food. It's the hottest destination and the best way to go is on a cruise so you are guaranteed quality food and accommodations," said Jeff.

If your bucket list has not been tapped yet then it's time to start living. There's a Tuscany Culinary - Wine adventure on October 22nd. The cruise ship (The Oceania) has celebrity chefs that take you to pick out food at the ports and teach you how to prepare the meal on board. Dash can also arrange a trip to Rome, a visit to the Vatican, private touring and sightseeing that will make you think that heaven is indeed at eye level.

If you want a luxury world tour it can be arranged as well. There are private yachts to sail on, helicopters to view from and expeditions to the South Pole.



# Dash Travel opens downtown Delray location

Dash Travel sets up dream vacations and also recently developed a philanthropic element, the [DashTravel4Charity.com](http://DashTravel4Charity.com) program.



# DASH TRAVEL DOLL COLLECTION



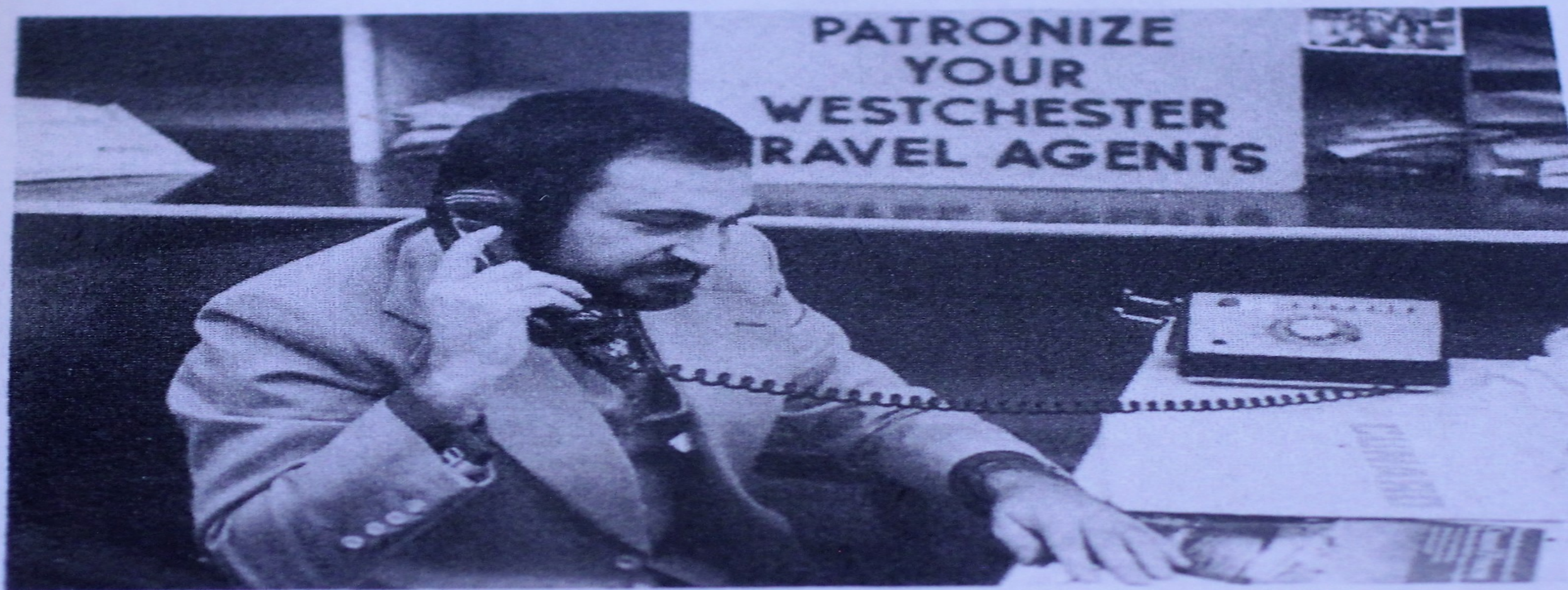
# INTRODUCING THE MEN OF DASH TRAVEL

**JOEL**



**JEFF**

# Meet Joel Dash, Mr. TA-East 1977



**Above:** *Taking care of business*

# SHOP SMALL  
# Downtown Delray

Dash Travel

## AWTA Members Re-Elect Dash As President

The Association of Westchester Travel Agents recently installed its new officers. Re-elected as president was Joel M. Dash, Dash Travel Service, Mt. Vernon; executive vice president is Allen Rich, Rich Worldwide Travel, Scarsdale; vice president is Barbara Celura, Able Travel, Yonkers; secretary, Doris Star, Briarcliff Travel; and Joe Granchelli, Portchester Travel is treasurer.

The new board of directors is composed of Jack Ganzarski, Olliver's Travel, White Plains, Richard Berns, Travel Boutique, Somers, N.Y., Joan Farrow, New Trends Travel, Rye, N.Y. and Frank Grandi, Transland Travel, Hartsdale, N.Y.



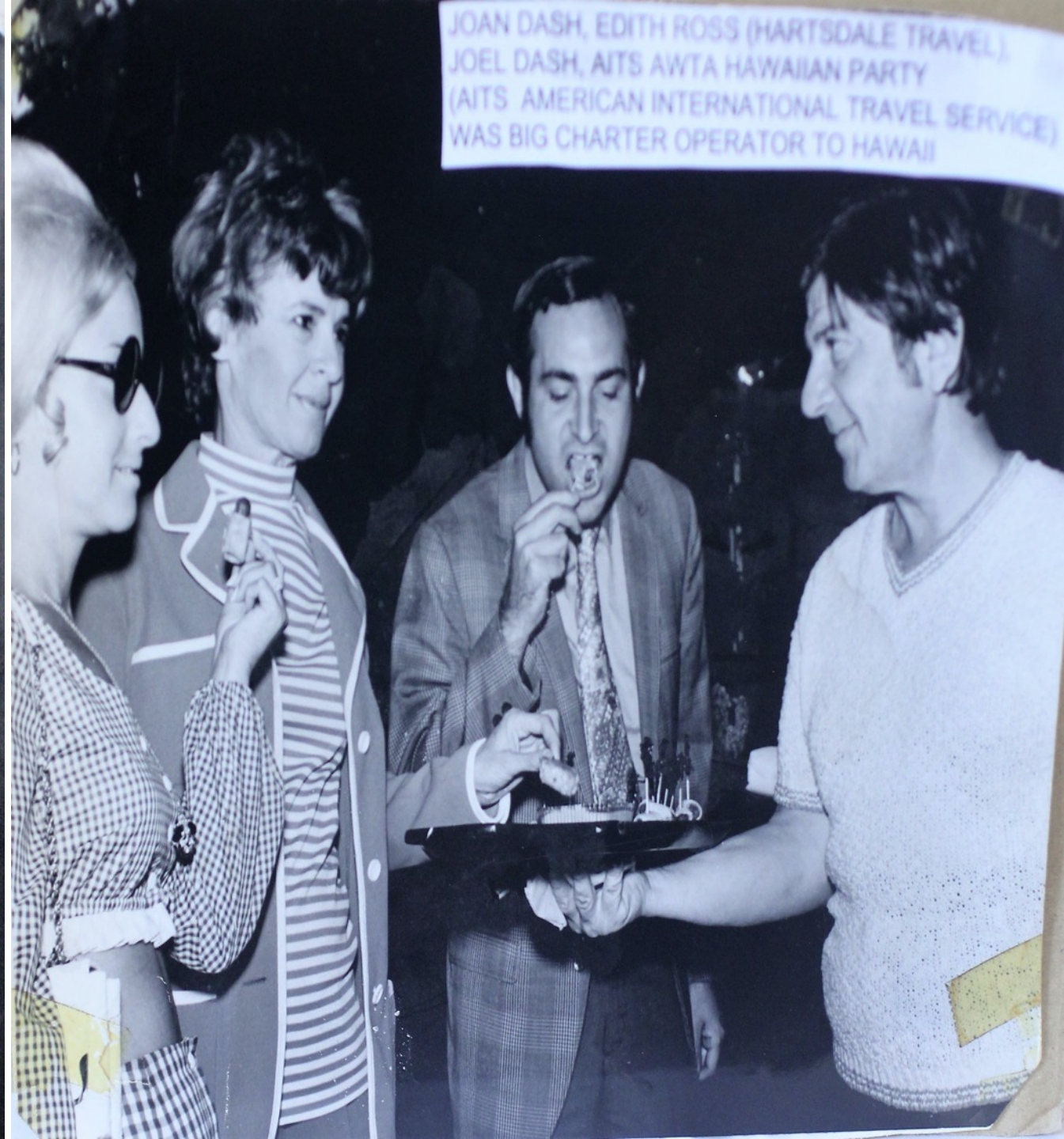
JOEL M. DASH



PAN AM DICK BLAIR, AND PAN AM VP JAMES LEET, JOEL DASH



JOAN DASH, EDITH ROSS (HARTSDALE TRAVEL),  
JOEL DASH, AITS AWTA HAWAIIAN PARTY  
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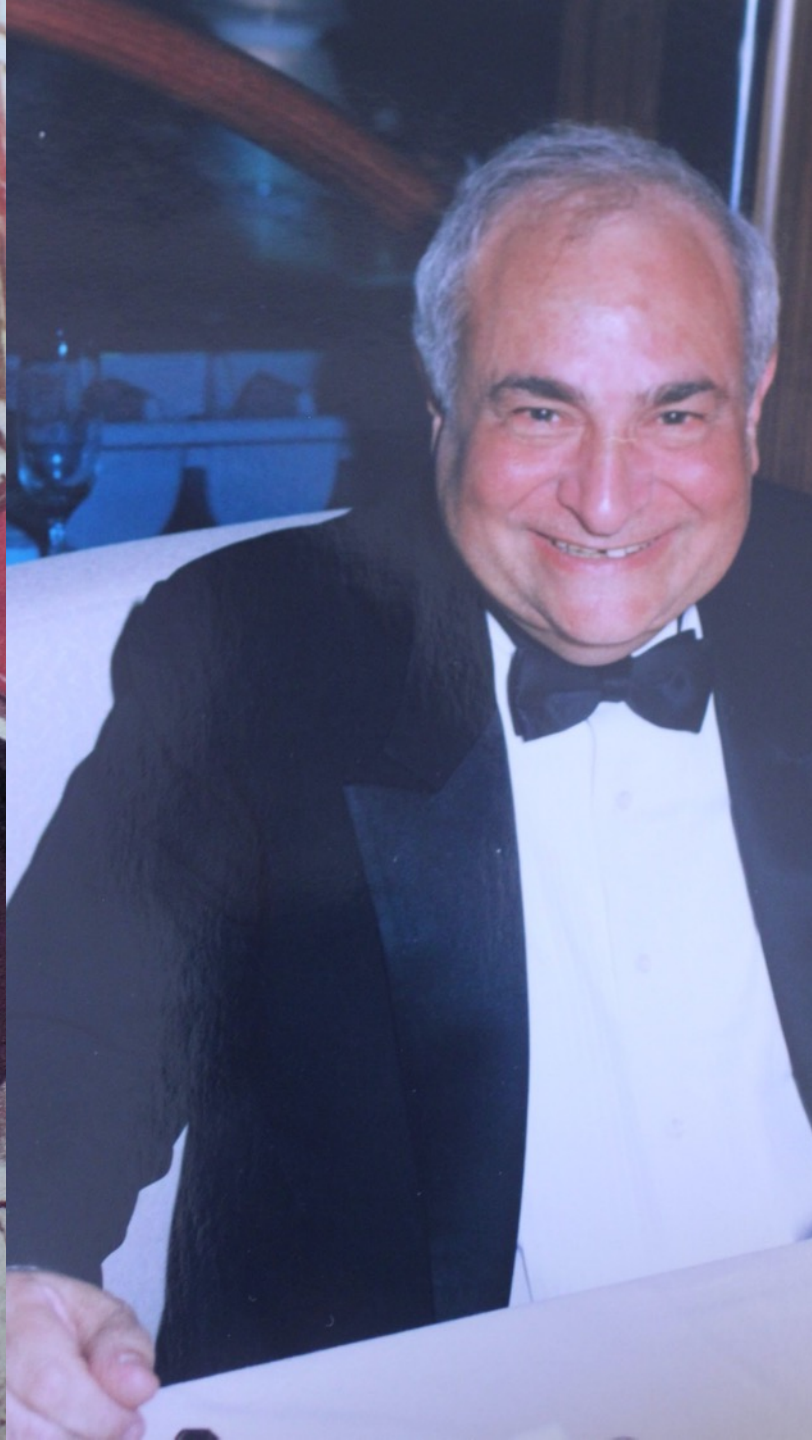


**SOLD HERE**











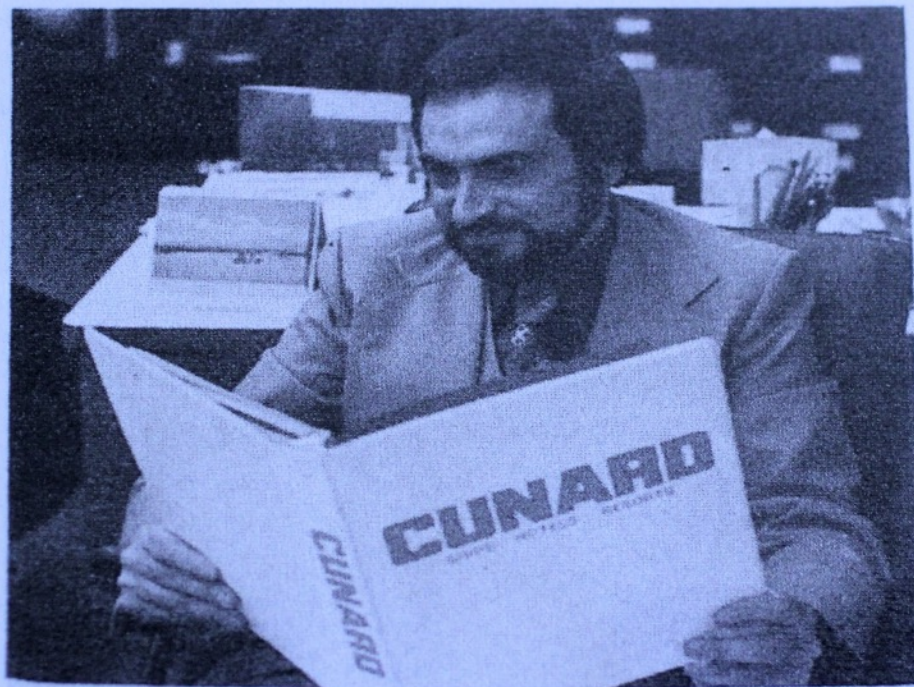
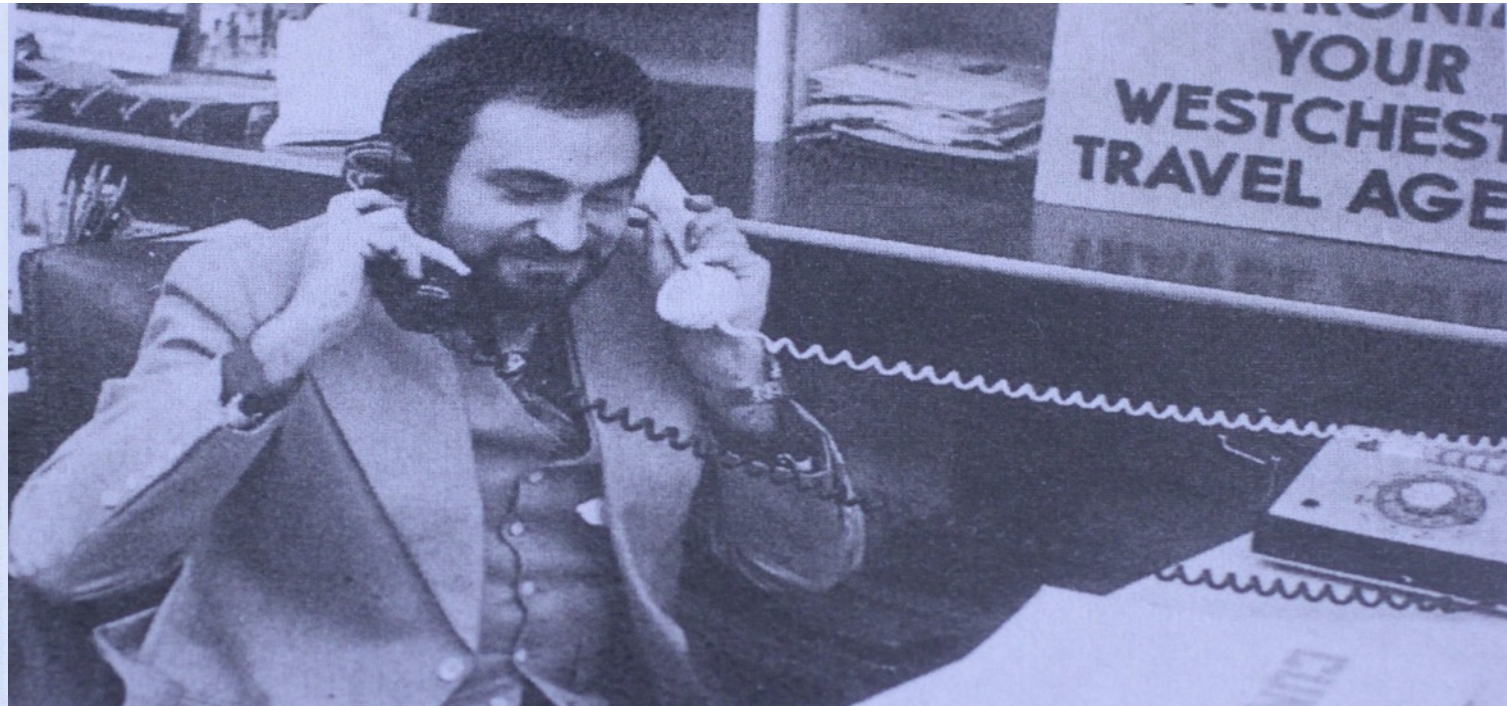
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NG  
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GE

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February 28, 1977



*Joel peruses his  
Cunard Line binder.  
Joel won a Caribbean  
cruise for two aboard  
the line's Countess  
along with the Mr. TA  
1977 title.*

JOEL AND JEFF DASH PLANNING A GROUP TRIP ON CELEBRITY EDGE AT DASH TRAVEL



February 28, 1977

# TravelAge<sup>®</sup> East

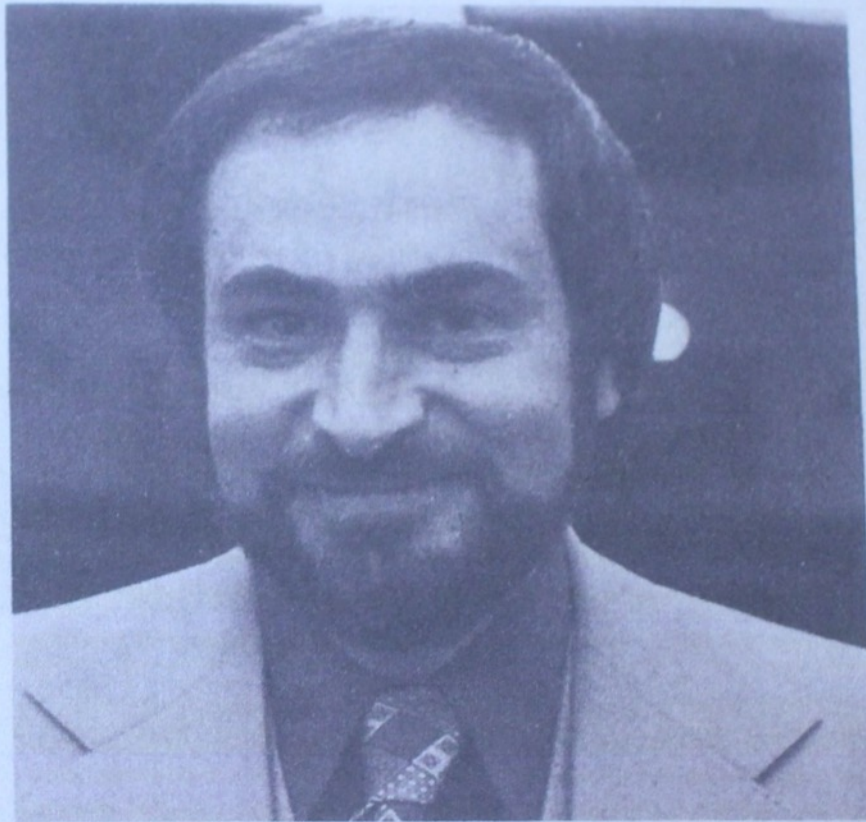
The weekly newspaper for the travel agency sales forces in the Northeast, the world's largest

## Joel Dash Takes Mr. TA-East 1977 Title

By David Moseder

MOUNT VERNON, N.Y.—Joel Dash, president of Dash Travel here, has won the Mr. *TravelAge East* 1977 title, becoming the first man to win the annual competition since it was opened to male participants three years ago. Joel is no absentee owner, but rather a hard working retailer whose modest desk stands alongside the desks of his staffers. When he opened the agency 17 years ago, his travel experience had been limited to a three-month tour of Europe, but he has long since established his credentials as a travel industry professional. Holder of a bachelor's degree in business administration from

*Joel Dash (for more photos, turn to Page 28)*



Travel Agents. "AWTA consists of 81 members who meet monthly

explains. "Last year we established an escrow account to protect retailers





Joel Dash's last name is an accurate description of the man. He is always dashing around hot on the trail of the latest travel industry developments, newest "in" spots, best bargains, and anything and everything pertaining to the comings and goings of travelers.

At 38, Dash has seen a good deal of the world and makes a point of taking at least six trips a year so that when a client needs someone with firsthand knowledge of a place, he can usually come up trumps.

## Agents' alley

Ten years ago his father, Saul, founded the Association of Westchester Travel Agents, and today Joel Dash carries on the tradition, having recently been elected president of the organization.

ONE OF THE fields in which Dash is particularly qualified is in the rental of villas, both here and abroad. He is an expert in knowing where, when, how much and why not when it comes to finding out about villa rentals in the Caribbean, Europe, Florida, Wherever.

"Jamaica is probably the most popular spot these days, with the southern coasts of Spain and France a close second," he said.

"Jamaica's proximity and abundance of sun has a lot to do with it plus the fact it has one of the finest selections of fully staffed villas that exist anywhere. Many celebrities own villas in the swank Ocho Rios district, and rent them out during the season."

Most Caribbean villas have swimming pools and cars and some have tennis courts. In Europe, cars and pools aren't as plentiful but cars can be rented.

"It is always better to rent a villa through someone with personal knowledge of the place," recommended Dash, "especially if it is in Europe."

HE SAID IT IS also important to match up the right client with the right villa. Prospective renters should tell their agent their needs, whether there will be children along, how many bedrooms are required, if they prefer to be near town or more isolated, or close to beaches and golf courses, and any other special living arrangements.

"Don't forget, when you rent a villa for two weeks or two months, you're stuck with it, so you had better be pretty sure that's the kind of vacation you want," cautioned Dash. "It is not like living in a hotel where there is more action going on."

All servants speak English, he noted, and at most villas the procedure is for the rentee to go shopping with the cook on the first day and buy the groceries for the week. If the villa is owned by an American, it will come very well equipped with the latest electric appliances but some European villas do not have all conveniences.

As for tipping the staff when you leave, Dash says the usual procedure is to give the housekeeper \$30 to be distributed among them.

VILLA RENTAL rates vary, of course, according to



## Dashing around

Joel Dash, president of the Association of Westchester Travel Agents, is a man on the move. He makes a point of taking at least six trips a year so he can give clients valuable information on various places to travel to.

75 a week for a thatched cottage in Ireland to over \$1,000 a week for a mini-chateau in France. In Corsica, Sardinia and the Greek islands, new "in" places, the rates are a little less expensive. In Jamaica, seasonal rents start at \$450 a week and off-season go from \$250 to \$500 a week.

Renting a condominium on the Costa del Sol in Spain is popular these days, according to Dash, and available for about \$225 a week all summer, with maid service. One of the newest travel industry innovations is setting up conventions and business meetings in villas for international corporations, instead of booking them in hotels. "They dine at each other's villas every night," he said.

Another type of rental-vacation catching on fast is fish the inland waters off Florida from a rented boat, or just moor it in a quiet cove and live on your stationary water home for a restful, relaxing time. "They come fully equipped, have propane gas for cooking, a first aid kit (!), and litterage \$375 a week from May to November, and \$420 the other six months of the year. Daily range between \$60 and \$70."





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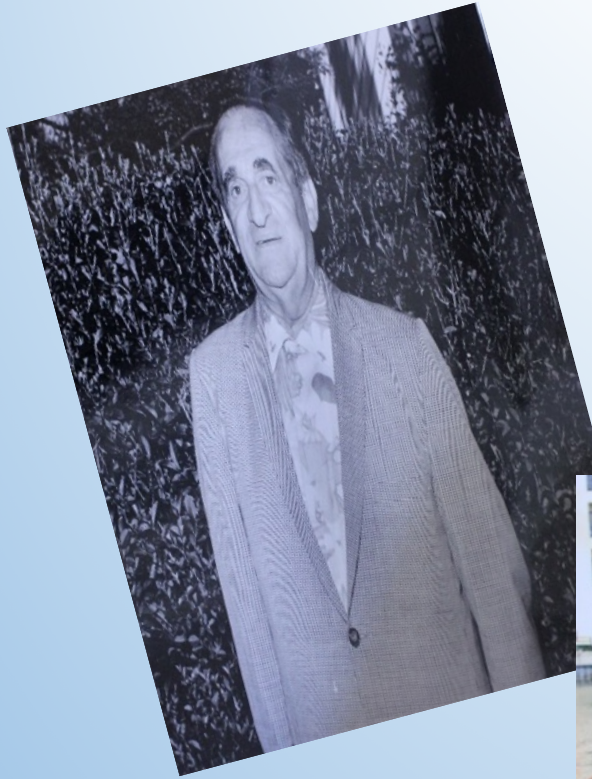
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# THE DASH FAMILY







The Dash family finds time to relax on deck (above) and inside their stateroom (left).



“ASK US...WE’VE BEEN THERE”





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POLARKREIS  
ARCTIC CIRCLE  
CERCLE POLAIRE  
ПОЛЯРНЫЙ КРУГ



BOROBUDUR TEMPLE CENTRAL JAVA  
INDONESIA, DECEMBER 1996

BINAWISATA PHOTO

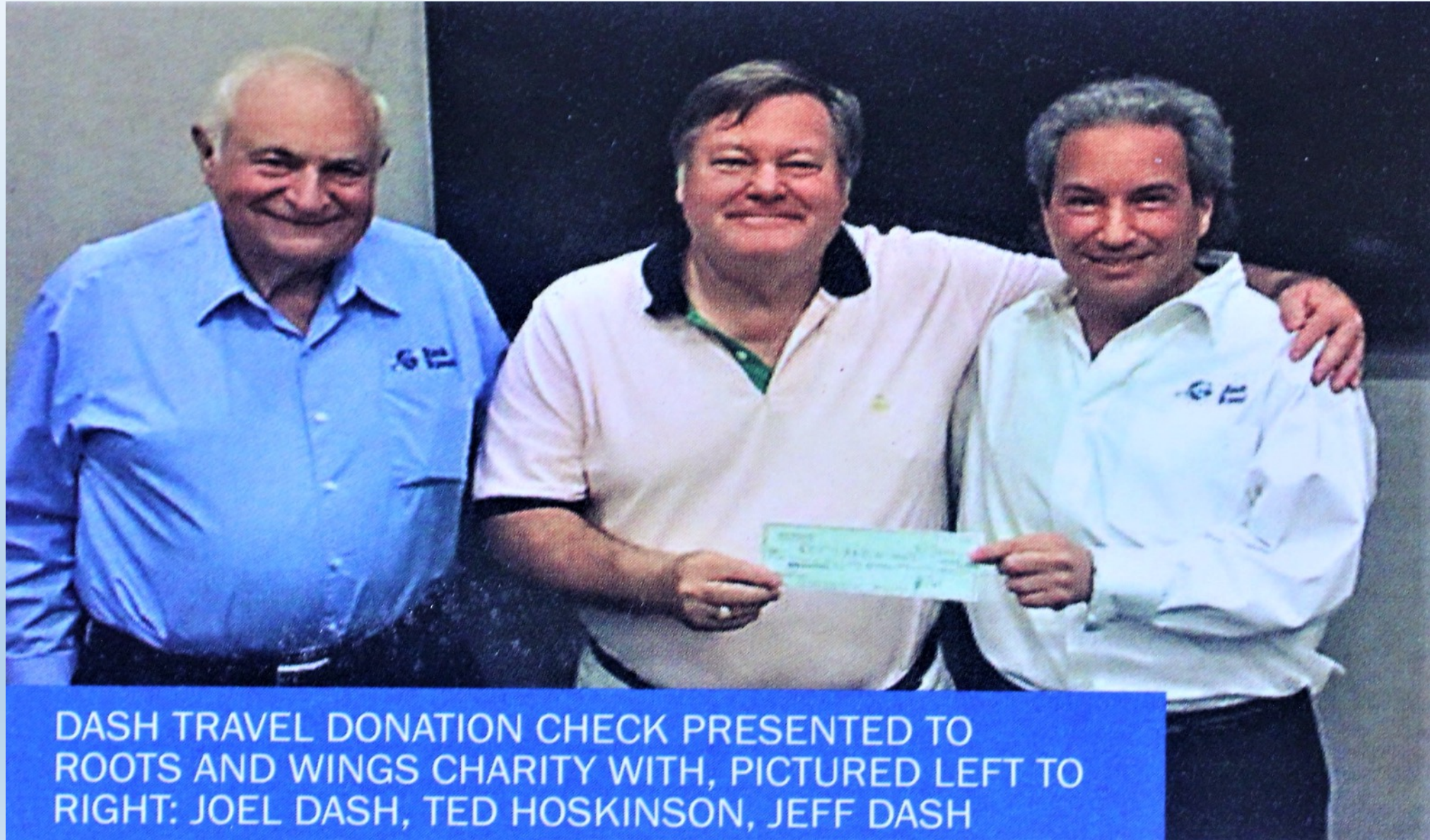








# DASH TRAVEL “GIVES BACK”



DASH TRAVEL DONATION CHECK PRESENTED TO  
ROOTS AND WINGS CHARITY WITH, PICTURED LEFT TO  
RIGHT: JOEL DASH, TED HOSKINSON, JEFF DASH

## Sister Cities Sendoff



**D**ash Travel 4 Charity hosted a send-off party for one of its participating Non-profits, Delray Beach Sister Cities. This year the students visited Miyazu City, Japan in June. Our business is travel and we are honored to be a part of this wonderful experience and send the students off with a celebration. All had a great time!

LOCALS ONLY | IN THE NEWS

## Dash Travel Gives Back



**O**n February 6, Dash Travel and Celebrity Cruises co-hosted the Delray Beach monthly Non-profit Council meeting. With about 50 people in attendance, Dash Travel 4 Charity presented a check to Julia Kadel from the Miracle

## Dash Travel 4 Charity



Dash Travel 4 Charity presents Honor Portraits a check for their first booking. The presentation took place at Honor Portraits' grand opening of their new exhibit on May 4th at the Cornell Museum, Old School Square. Honor Portraits is a new Non-profit with local photographers who volunteer time, and skills to snap free portraits of veterans. It is run by Jerry Whitty and Flora Zolin.

## The Institute for Regional Conservation Fundraiser



The Institute for Regional Conservation hosted a fundraiser sponsored by Dash Travel 4 Charity. The executive director George Gann spoke about his Nonprofit. The event was held at Dash Travel 4 Charity's headquarters in Pineapple Grove. Over 40 attended the happy hour.

# Delray Beach Lightning Opening Night



**MICHELLE HOMOKY, DIRECTOR EAST COAST SALES FOR CELEBRITY CRUISES; PATTY REED, DELRAY BEACH CHAMBER OF COMMERCE; JEFF DASH, DASH TRAVEL; JOEL DASH, DASH TRAVEL; YOLANDA SHEPPARD, MARKET SALES MANAGER, EAST REGION CELEBRITY CRUISES**

**C**elebrity Cruise Lines in partnership with Delray Beach Lightning summer collegiate baseball team and Dash Travel Celebrate The Lightning's opening night!

# DASH TRAVEL'S NEW KATCHA RIDE



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TRAVEL  
SERVICE**

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MOUNT VERNON, N. Y.  
914 OWENS 9-9800  
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## DASH TRAVEL

### *Dash Travel, Celebrity Cruises & Katcha-Ride...*

*Collaborate On A New Cruise Ship Themed Cart*

BY NICOL JENKINS | PHOTOS BY MELISSA KORMAN

Residents and visitors can now hop on the new cruise ship themed golf cart and ride along Atlantic Avenue in Delray Beach.

Dash Travel, Celebrity Cruises & Katcha-Ride collaborated on the new cruise ship themed cart in Delray Beach. The Celebrity Cruise Edge cart has an 8 foot illuminated cruise ship on top of the golf cart along with mobile advertising. The new cart showcases the new cruise ship, Celebrity Cruise Edge, which will make its inaugural debut in December sailing out of Fort Lauderdale. The Edge will sail in The Caribbean during the winter and Europe in the summer.

"We wanted to have a golf cart to advertise our travel company in downtown Delray Beach, and we wanted to focus on cruise ships," said Jeff Dash, co-owner of Dash Travel. "We wanted to have something with a wow factor and have people remember Dash Travel and our partner Celebrity Cruises. This is a big opportunity to create an extra buzz. Wherever his golf carts are they get a crowd, and to have the 3D cruise replica on top of the golf cart is a game changer for the cruise industry. This is the first mobile advertising golf cart by any travel agency and cruise line in the world, and it's in Delray Beach."



JEFF DASH, JOEL DASH, TARA SINCLAIR, AND PETRINA EASTON GOING TO CRUISE ON THE AVE



JOEL AND JEFF DASH PLANNING A GROUP TRIP ON CELEBRITY EDGE AT DASH TRAVEL

The idea caught momentum when Jeff reached out to Kevin Rainey, owner of Katcha-Ride Delray Beach, a mobile marketing company specializing in 3D marketing displays on golf carts and offering free rides. Kevin created the cruise ship replica after Celebrity Cruises got involved, and now anyone can get a ride on the new Celebrity Cruise Edge cart.

"This is the first advertising vehicle to have a cruise ship on the roof. It's going to be a big hit on the streets of Delray Beach. It was a great experience working with Dash Travel and Celebrity Cruises. I'm looking forward to a long working relationship with them," said Rainey.

Since 1959 Dash Travel has been creating unique travel experiences for their clients. Joel Dash first opened the travel company on 42nd Street in New York, and later had branches in Mt. Vernon,

DASH TRAVEL IS SO GRATEFUL FOR ALL OF YOU  
HERE TODAY TO HELP CELEBRATE OUR 60TH  
ANNIVERSARY

WE THANK YOU!