Be Paid To Travel

INTERNATIONAL GUIDE ACADEMY

IGA
BePaidToTravel.com

Training and Certifying
International Tour Directors and
Tour Guides
From All Over the World Since 1973

The International Guide Academy can help make your goals a reality. We set the standard for the education of tour professionals. Since 1973, IGA has been recognized by organizations worldwide, including:

- The International Association of Tour Managers (London)
- The University of Breda (The Netherlands)
- The World Tourism Organization, (Madrid, Spain)
- The National Tour Association (Lexington, KY)
- ... and most importantly, by the Companies who hire our graduates.

Our experienced instructors are all graduates of IGA and are currently active as working professionals. They bring their unique insight to the topics they instruct and you benefit from their international perspective. We teach what employers want. Our curriculum is always up-to-date and relevant to the current world of tourism. The programs include actual motorcoach trips, group and individual problem-solving, research techniques, student presentations, client welcome presentations, group psychology and all you need to be *tour ready* and *employable*. Our class size is never greater than 20 students, which allows for individual attention during class and, as important, after the program.

We give you more than a handshake at graduation -- with IGA you receive free lifetime placement assistance. Many hiring managers will tell you that training and certification are not an option, they are a requirement. IGA has the industry connections and they respect our 50+ year record of training excellence.

IGA graduates have been hired by hundreds of companies including:

- Tauck World Discovery
- Friendly Planet Travel
- Maupintour
- Contiki
- Grand Circle Travel
- Globus family of brands
- Collette Vacations
- Road Scholar
- Caravan Tours
- Premiere World Discovery
- Saga Holidays
- Holiday Vacations
- EF Educational Tours
- Mayflower Cruises & Tours

... and many more.

IGA graduates have worked on all seven continents. These Certification Programs have been attended by students who have come from six continents to earn their world-recognized credentials.

If being paid to travel as an International Tour Director (Tour Manager) or Tour Guide is your dream career, now is the time to enroll.
Check out our website at: www.bepaidtotravel.com for our current class schedule. Courses are held throughout the year in Denver, Colorado, for students from all over the world.

Each Certification is independent of the other and you do not need to take both.

International Tour Directing and Tour Guiding are exciting and financially rewarding opportunities. Make an investment in yourself ... and have fun doing it.

Sincerely,

Daniel J. Slater, President

Classes are held in person, usually in Denver, Colorado.

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International Guide Academy, Inc.

14102 E. Linvale Pl. #504
Aurora, CO 80014 USA

Phone: 303.434.7557

www.bepaidtotravel.com
daniel@bepaidtotravel.com

WORLDWIDE RECOGNIZED STANDARD OF TRAINING

ABOUT THE INTERNATIONAL GUIDE ACADEMY (IGA)

At IGA, diversity is not just a corporate buzzword. It is the way we work and it comes through in everything we do. From the high-performing instructors, to the educational services we provide, IGA advocates unique thinking and instructing with the most up-to-date curriculum. We have become the top training and certifying school by creating an inclusive environment fueled by innovative ideas and teaching methods.

Our instructors have diverse cultural backgrounds, beliefs, perspectives, and lifestyles. Yet they all have one thing in common - their ability to excel in the Travel and Tourism industry and impart that knowledge to the students. Currently, we are working not just to expand the number of international locations you can choose to receive your training but, maintaining the most up-to-date curriculum taught by the very best instructors.

IGA INVOLVEMENTS

- *National Tour Association* (NTA) Lexington, KY
- *International Association of Tour Managers* (IATM), London, England and Seattle, WA
- *World Tourism Organization* (WTO), Madrid, Spain
- *Green Guide Alliance*
- *Tourism Cares for America*

Class in session

It is an educational process that works best for more people in more ways than ever. A goal with this kind of magnitude requires the brightest, most forward-thinking minds around. We have them here at IGA and they are making a difference in our programs and the lives of our students.

The history of training to be a professional International Tour Director or Tour Guide has been a centuries-old practice in many countries. In some parts of the world, Tour Directors and Tour Guides must be professionally trained, certified, and/or licensed before being allowed to work.

As tourism continues to grow, the trend continues within the industry to look for certification of Tour Directors and Tour Guides. Train now and establish your place at the front line of this trillion+ dollar industry, one of the fastest growing sectors in the 21st century.

The intensive training and high standards of *IGA* ensures that graduates are *tour ready*. Your certification by IGA is your assurance of being marketable to hiring companies throughout the world. It is through our adherence to a strong code of ethics, fair representation, knowledge of the industry, our superb educational system, our lifetime free placement assistance and our company commitment to consistent integrity that we have, since 1973, made our mark in this industry.

IGA Tour Director class

Students during a Walking-Tour Training Session

DISCOVER THE EXCITEMENT OF TRAVEL

PERSONAL QUALITIES OF TOUR DIRECTORS AND TOUR GUIDES

As a Certified International Tour Director and/or Certified Tour Guide, you will meet people from every walk of life and have the opportunity to positively influence their travel experiences. Successful International Tour Directors and local Tour Guides, who are as diverse as their passengers, have the following characteristics:

- A genuine liking and caring for all peoples of the world
- An ability to make every tour a wonderful experience
- A flexible personality and a natural leadership style
- A strong sense of ethics and responsibility
- A flexible and creative approach to new situations
- A love of travel and a desire to share travel experiences
- A well developed communication style
- A curiosity that makes research an exciting experience

WORK FULL TIME OR PART TIME

Tour directing and tour guiding allow you to combine work and travel and still have sufficient time to pursue your own interests. Your individual needs and availability helps set the amount of work you do. Some tour companies hire Tour Directors and Tour Guides with employee status, while most hire as independent contractors. One of the unique aspects of tour directing and tour guiding is that you can set your own level of work. You can choose to work full or part time. The freelance nature of the job and your certification from IGA offers you maximum flexibility to pursue multiple options in the travel and tourism industry.

INCOME FOR TOUR DIRECTORS AND TOUR GUIDES

As a Tour Director you can often earn $3,000-$4,000 per 12-14 day tour as well as expenses-paid travel. Income is earned through salary, commissions on optional excursions and shopping, as well as passenger's tips and per diems. **Your first tour assignment could recoup your tuition twofold.**

As a Tour Guide, you can earn $15-$50+ per hour. Bilingual guides can earn $20-$75+ per hour. Tour Guides can work part time or year round. Your first few weeks work could recoup your tuition in full.

WHAT IS A TOUR DIRECTOR?

Tour Directors are paid to travel the world. As a Tour Director you will have exceptional people skills, understand group psychology, demonstrate strong leadership and organizational skills, and have a strong sense of ethics. Tour Operators in the group travel market employ our graduates to provide their tour passengers with a successful travel experience. Your cross-cultural role is also important as you help your passengers understand and enjoy the unique aspects of each new place they visit. As a successful Tour Director you will enjoy the satisfaction of turning every tour into a wonderful holiday experience.

WHAT IS A TOUR GUIDE?

Tour Guides lead diverse groups of people around their own city and state. As a Tour Guide, you will enjoy the respect and warmth that being a local expert provides. You will be an ambassador for your city and state. You will know how to blend history and facts into commentary that is both educational and entertaining for your passengers. You will enjoy a diverse and multifaceted profession with the perfect combination of new experiences and fascinating people. Your work assignments include group tours (both walking and on motorcoaches), conventions, airport hospitality, meet and greets, and special events.

IGA KNOWS THE TOURISM INDUSTRY

Daniel Slater, President of IGA

Frank M. Slater, Ph.D.

"We are committed to providing the tourism industry with Tour Directors and Tour Guides who turn every tour into a more memorable travel experience."

Daniel Slater, President of IGA, and Frank M. Slater, Ph.D. and CEO, have trained International Tour Directors and Tour Guides that are successfully working in the industry. They have over 80 combined years of experience in international tourism, education, and corporate business. Their ethics, commitment and achievements have been recognized by leading authorities and companies world-wide.

Daniel and Frank have worked as International Tour Directors and Tour Guides. Daniel has owned and operated a tourism company and a motorcoach company. Frank has been a Tour Operator, owning his own tourism company. Their intimate knowledge of what makes a tour successful produces graduates who are ***tour ready*** and able to handle every aspect of the job. The presentation and curriculum are stimulating because they are based on real world experiences and an in-depth understanding of the joys and rewards -- as well as the difficulties -- of being a successful Tour Director and Tour Guide. They have been recognized by Tour Operators, Motorcoach Companies, Destination Management Companies, Event Planners, Sight-Seeing Companies, Organizations and Universities for their work and have been frequent guest speakers at industry functions. They have been advisors and consultants to the industry of Travel and Tourism and have been Tour Directors on 6 continents and over 50 countries.

OPPORTUNITIES FOR TOUR DIRECTORS AND TOUR GUIDES

The *National Tour Association* has acknowledged the importance of escorted tours in the travel industry. More than 80 million Americans travel on group tours annually and the numbers are growing. According to Arthur Frommer in *New World of Travel*, being a Tour Manager is a "dream job, the fantasy career". Becoming a Tour Manager or Tour Guide requires, first and foremost, a talent for understanding people's needs.

There are thousands of tour companies in North America and throughout the world that hire Tour Directors and Tour Guides. As a graduate of *IGA* you will be provided with specific hiring manager contacts of Tour Operators, Cruise Lines, Event Planners, Destination Management Companies and other tourism industry companies. Tour Directors and Tour Guides can choose to work in this exciting industry for one or several companies. This is a profession where ***you*** determine what best suits you. There is wonderful variety in the types of tourism jobs. Graduates may lead motorcoach tours, cruises, railroad tours, adventure trips as well as host corporate and incentive trips. Tour Directors and Tour Guides can prosper in this rewarding career. Some use their IGA training and touring experiences to start their own tour companies or develop their own special tours. Other IGA graduates have moved into, or started in, management and planning positions within travel organizations.

USE YOUR LANGUAGE SKILLS

If you are fluent in more than one language, you will find a special place for your language skills both in Tour Management and Tour Guiding in the USA and throughout the world. Increasing numbers of foreign visitors come to the USA each year. As the world becomes more globally integrated, bilingual Tour Directors and Tour Guides are in demand more than ever. There is a need for more bilingual Tour Guides to meet customer needs and IGA Certified bilingual Tour Directors are always in demand throughout the world.

YOUR PROFESSIONAL TRAINING PROGRAMS

Your instructors are all IGA graduates

TOUR DIRECTOR PROGRAM

PUBLIC SPEAKING

During each course students conduct an actual motorcoach tour and use their research and speaking skills on a microphone while maintaining the tour schedule. Each student is digitally recorded presenting public speaking exercises in the classroom. Seeing and hearing yourself is a powerful and helpful way to become a better public speaker.

TOUR MANAGEMENT

- **Airlines:** Learn the behind-the-scenes operations of the airlines. Know how to efficiently handle unexpected domestic and international airline delays and cancellations so that the happy vacation spirit is maintained for your group members.
- **Hotels:** Acquire efficient hotel check-in and departure procedures to ensure your group's comfort and enjoyment.
- **Motorcoach travel:** Learn the skills and professional advantages of teamwork, coach commentary and research. Learn safety, group dynamics, seat rotation and how to maintain comfortable touring days for your group.
- **Tour planning:** Learn time saving procedures for pre-planning every detail of your tour.

GROUP PSYCHOLOGY

- **Group Leadership:** Learn the important skills that will make you an effective communicator and group leader.
- **Client emergencies:** Missing clients, illness, death, roommate incompatibility and lost passports are some of the challenges for the professional International Tour Director. You will learn how to handle these situations with professional ease.
- **Difficult passengers:** Learn how to maintain harmony throughout the tour with individual and group passenger personalities, interests, and demographics.

LEADERSHIP

Learn how to establish a professional leadership image on the first day of the tour. Learn how to have your passengers avoid "culture shock".

TOURISM INDUSTRY

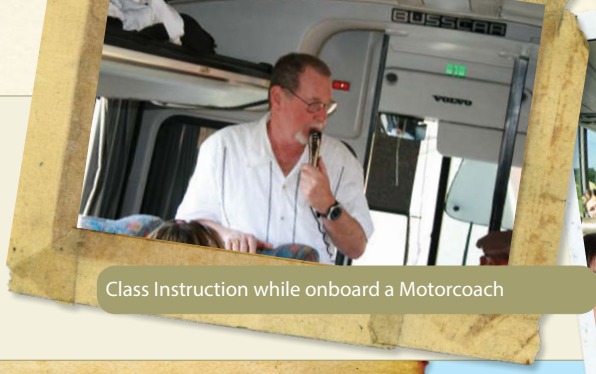
Learn the behind-the-scenes operations of tour operators and how tours are marketed and organized. Learn travel terminologies and tourism industry structure.

NETWORKING AND GETTING HIRED

Gain access to specific companies and hiring personnel. Learn how to present yourself in order to get hired. Learn effective resume writing. Free lifetime placement assistance is given to all of our graduates without the need for additional meetings, symposiums, and costly add-ons.

IGA Students on a Training Tour

Daily Immigration Officer No. 49
27 AUG 2001
IMMIGRATION SERVICE
5 NOV 1994
DEPARTED
HONG KONG



Class Instruction while onboard a Motorcoach

TOUR GUIDE PROGRAM

ON-SITE TRAINING

- **Skills Training:** Class trips include a guided city tour and instruction on how to conduct walking tours of the city, plus in-class exercises that teach the skills needed for conventions, meetings, dine-arounds, meet-and-greets, hotel and airport hospitality jobs with Destination Management Companies, Event Planners, and Sight-Seeing companies.
- **Motorcoach Tour:** Students plan an actual tour itinerary as well as conducting a guided tour. Public speaking, research, tour organization, and narration skills are learned.

YESTERDAY & TODAY

- **History:** Colorful history is learned in a variety of ways, through audio/visual presentations, lectures and narration skills training.
- **Today's Events:** Learn how to present a total picture of today's events. Become an expert on industries, resorts, state institutions, public facilities, sports and life-style.
- **Culture:** A special lecture and site visit to a cultural heritage center will also inform and provide insight.

HANDLING EMERGENCIES

Motorcoaches break down, restaurants lose group bookings, tour members become ill, and tour routings get changed at the last minute. Learn how to handle all of these situations, and others, with professional ease.

PRINCIPLES AND PRACTICES OF TOUR GUIDING

Reach a level of professionalism with tours, special events, airport hospitality, conventions and corporate meetings. Learn how to be an effective researcher.

SUCCESSFUL COMMUNICATION SKILLS

Learn how to make every member of your group feel individually important. Learn how to command the attention and respect of your groups. Discover the perfect balance between educational and entertaining commentary. Learn group leadership skills.

MEET INDUSTRY EXPERTS

Leaders from the industry (subject to availability) come to the classroom to discuss their companies and their views of the industry. **Students may have the added opportunity (subject to availability) to meet prospective hiring company owners prior to graduation.**

The skills you acquire in the Tour Guide course can be used anywhere in the world.

Our professional staff have, in many cases, over 20 years experience.

INTENSIVE TRAINING COURSES

COURSE HOURS

INTERNATIONAL TOUR MANAGER COURSE:

- USA and Canada class days usually begin on a Saturday and are 9 days in length, finishing on a Sunday. Class days run 8:00 to 17:30.
- Research and study hours: 25+ hours of research and assignments are required outside of class, individually and with your fellow classmates in small groups.
- Please note that the research and study hours are for specified course assignments that need to be completed in the time stated. It is essential you plan sufficient time for study and research during the course.

TOUR GUIDE COURSE:

- This program is held over the course of 2 weeks.
- In addition each student is expected to have completed pre-course assignments involving research and narration.

DRESS CODE

- While attending your program, comfortable dress is acceptable, but please no jeans or shorts. As an immaculate appearance is integral to your success in this client contact profession, students are requested to dress professionally on tour days and the final day of the course.
- During the program, photographs are taken of each student. Some graduates use these photos on their resumes. Digital copies of these photographs are sent to each student at no extra charge.

FACILITIES

Non-smoking facilities are used for training.

COURSE TUITION

- The program cost is indicated on the enrollment form. The non-refundable registration fee is payable upon enrollment.
- Early registration is recommended as places are limited due to small class size.
- Full payment is required prior to start of the course.
- We accept personal checks, MasterCard, VISA, American Express, Discover, and PayPal. **All course books and materials are included in the tuition as well as free lifetime placement assistance.**
- IGA's number one goal is our absolute determination that our students have the very best educational experience possible and free job placement support after their certification.

Students in class and on Motorcoach Tours in USA

IGA Graduate, Senior Instructor and Tour Operator

Members of this class came from Ireland, Mexico, Canada, South Africa, Switzerland, Japan, USA, and France to attend this class.

CODE OF BEHAVIOR

- A student will be dismissed for improper conduct, incomplete work, unsatisfactory attendance/tardiness or unsatisfactory performance. All students must meet a minimum level of proficiency to receive their certification. Students must earn a passing grade in all measurable sections of the program. The books, handouts, etc. need to be returned if the student is dismissed, fails or withdraws.
- Re-admission to the program is at the discretion of IGA. Refunds for tuition will be made in accordance with the published *IGA* refund policies if a student is dismissed or withdraws.

LOCAL HOUSING

- Local housing is available to students attending the Tour Manager certification program in the USA, and Canada. Some local hotels offer a discounted rate for IGA students.

IGA IS THE ONLY SCHOOL OFFERING YOU CHOICES OF INTERNATIONAL LOCATIONS AND DATES

- Many people pursuing their certification with IGA prefer to attend classes in a location of their choice and with availability of dates throughout the year.
- In keeping with this preference, courses are held throughout the year in multiple international locations in order to provide maximum scheduling flexibility to the students taking the courses.

IMMIGRATION OFFICER
(70)
21 JUL 1992
GATWICK

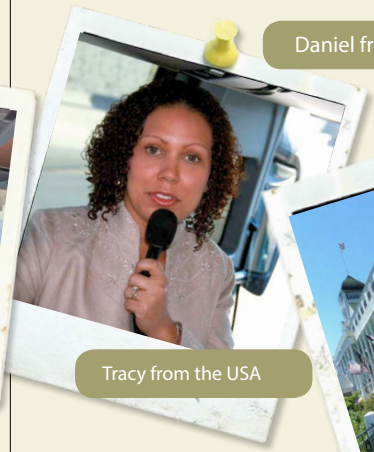
Our students come from all over the world

Virmz from South Africa

Daniel from Kenya

Caroline from France

Maame from Ghana



Tracy from the USA

Melanie from Spain

Barb from Canada

Hiring Companies respect that you EARN your Certification from IGA

Class Motorcoach Tour in Progress in Ottawa

YOUR CERTIFICATION

CERTIFICATE

Our Certifications are earned, not just handed out. To graduate and receive a certification, a student must obtain a passing grade of C or better in all measured categories. All financial, academic and other obligations must be met before a Certification is awarded at the official Graduation Ceremony.

PERSONALIZED TRAINING

Classes are limited to 20 students to ensure personal attention and provide greater involvement for each student. A variety of teaching methods are used including field trips, motorcoach tours, workshops, role playing, lectures and video recording of student presentations. There are usually 2 or more instructors in the classroom. Students are expected to fully participate to build their confidence, skills and knowledge.

PLACEMENT AFTER GRADUATION

Your certification from IGA can open doors for you. Upon graduation you are *tour ready*. The Tour Director and Tour Guide programs include instruction in resume writing, job networking and instruction on how to effectively present yourself to hiring companies. IGA will provide you with *unique information* on hiring companies and people within each organization who are responsible for hiring Tour Directors and Tour Guides. There is no guarantee of placement. We continue to work with you after certification, at no charge. Our goal is to do everything possible to help every student realize their career goals.

ADMISSION, ENROLLMENT AND ATTENDANCE REQUIREMENTS

Admission is processed after receipt of the signed enrollment contract and registration fee. Enrollment will not be accepted after a course starts. IGA reserves the right to refuse any student who IGA, in their best judgment, believes would be unable to successfully complete the course. Because of the intensive learning environment and the importance of continuity in the course, attendance at all sessions is expected. Absences

of more than 10% of total class hours will result in the student being dismissed from the course. Tardiness is not acceptable.

Student Complaints

Attempting to resolve any issue with the School first is strongly encouraged. Complaints may be filed by a student or guardian at any time online with the Division of Private Occupational Schools (DPOS) within two years from the student's last date of attendance or at any time prior to the commencement of training at http://highered.colorado.gov/dpos, 303-862-3001.

FINANCIAL AID

IGA will always work with you to provide a payment plan provided the course is paid in full before the start date. Some of our students have had their tuition paid in full by their local state Work Force Program, by their company's tuition refund program, by companies' retirement assistance programs, Pathways, The Alliance for Employee Growth and Development, etc. Others have contacted and applied for scholarship assistance through USA Funds, the National Tourism Foundation and the National Tour Association (NTA) (Lexington, KY), the United States Tour Operators Association (USTOA), The Foundation Center (Washington, DC), the American Bus Association (ABA), the Institute of International Education (New York City), the Student and Youth Travel Association (SYTA) which is partnered with Tourism Cares for Tomorrow, ASTA Scholarship Foundation (American Society of Travel Agents, Washington, DC) and others.

ACADEMIC GRADES

Tests and evaluations are conducted throughout each course including written examinations, grading of student performance while conducting motorcoach tours, individual student presentations, participation in role playing, interaction with other students and personal presentation and demeanor. The student must pass all measurable categories to be Certified.

Students are expected to arrive on time for class with proper materials. An overall attendance rate of at least 90% is required. Instructors may request your withdrawal from a course or program if absences or tardiness exceed 90%.
Students who are unable to continue classes for medical reasons or severe personal problems will be required to take a leave of absence until they are able to return to class. Proper documentation will be required to substantiate a student's withdrawal. Students enrolled in short-term courses will be issued grades at course end.

Hiring Companies respect that you EARN your Certification from IGA.

Grade	Percentage	Explanation
A+	100-99	Exceptional
A	98-95	Superior
A-	94-91	Excellent
B+	90-89	Good
B	88-81	Average
C	80-71	Marginal
F	Less than 71	Failed
I		Incomplete
WP		Withdrawal, passing

Our Certifications are **EARNED**, not just handed out.

OUR REPUTATION IS YOUR GUARANTEE

WHAT THE TOURISM INDUSTRY IS SAYING:

INTERNATIONAL ASSOCIATION OF TOUR MANAGERS (LONDON)

The IATM is pleased to be associated with the IGA and their outstanding educational programs. The level of professional training they offer represents an important milestone for the travel industry and provides a new level for standards of excellence.

NICOLE MARSH, PRESIDENT AND OWNER
THE ARRANGERS, INC.

We sometimes need up to 30 or 40 guides for one event. The guides we hire must be enthusiastic, able to think on their feet and knowledgeable. We demand the professionalism that is taught to the students at the IGA.

TOUR OPERATIONS, GLOBUS FAMILY OF BRANDS

I hire IGA graduates. I can rely on consistently well trained people that are confident and high caliber and, because of their IGA training, know what they are doing when they are hired. IGA training makes a big difference.

THE UNIVERSITY OF BREDA
THE NETHERLANDS

They know that IGA graduates have been trained to meet their performance standards. They recognize our graduates' level of performance and allow our graduates to take the European Certified Tour Manager (CTM) examination without further training.

RITA SLANE, C&G TOURS

We have had wonderful experiences hiring graduates from IGA. They have been awesome ... we can't say enough good things about them and your program. In fact, we are looking for Tour Managers and Tour Guides exclusively from The International Guide Academy.

Please visit our website at:
www.bepaidtotravel.com
for more industry references and graduate comments.

WHAT OUR GRADUATES ARE SAYING:

Thank you very much for the incredible education experience that you have provided in the course. The knowledge that you gave was not only very informative, lively, full of humor and great details, but also very practical for the tourism profession and for life in general. As teachers, you were the best that I ever had, and as people you were caring, funny, friendly, and full of energy--people who I want to meet again in the future. Your enthusiasm about the subject and energetic spirit created a unique atmosphere for the students and the learning process, uniting all of us, and making us friends in life and profession for a long time to come. Thank you again for providing the experience of a lifetime, full of memories and experiences that I will keep in my portfolio forever." ---Marina, Russia/New York

Your caring, empathy, and attention to detail have shown in everything you have done for us. I truly believe you have a sincere desire for each of us to be successful. This is rare in the business world today. I will always be grateful I came to IGA. —Kent, USA

I have learned so much from this class! Because I had organized and managed tours for Ladies Clubs, family and friends, I pompously thought I knew a great deal about managing a tour. I was so wrong! Much to my pleasant surprise, I learned ten times more than I expected. The instructors know their stuff and are very approachable. Thank you for giving me the tools I need for my professional improvement. —Elizabeth, USA

I more than enjoyed every moment of your course. I was amazed by the classes, my fellow students, and the instructors. I will suggest your classes to anyone interested in this industry. I left with confidence, memorable experiences, world class training, and a big smile. I have led tours all over the USA West Coast, East Coast , Canada and Hawaii. I will be leading tours in Sweden, Denmark, Norway, Finland and the Baltic States. I am loving every moment of it, and I am serious ...hard work but great results and lots of fun . Thank you again for your program, it was the best thing I did for my future as a Tour Director.
—Karl, France

Students work individually and in groups

We call ourselves International and we are. Students have come from almost 100 countries and six continents. IGA is the world's premier training and certification company featuring: certified world-class instructors, certification and free lifetime placement assistance, free seminars, free newsletters, best tuition and housing costs in the industry, and an innovative interactive training program including motorcoach trips, and more. Our company mission is to continue being the best, and most recognized, educational institution in the field of Travel and Tourism in the world.

It is through our adherence to a strong code of ethics, accurate representation, knowledge of the industry, our superb educational system, our lifetime free placement assistance, and our company commitment to consistent integrity that we have, for over 50 years, made our mark in this industry.

Students working on group assignments during class

IGA Tour Director students and graduates

Having fun outside of classroom hours

IGA graduates proudly displaying their certificates

IGA
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Training International Tour Managers and Tour Guides From all over the world since 1973

International Guide Academy, Inc.

14102 E. Linvale Pl. #504
Aurora, CO 80014

Phone: 303.434.7557

Website: www.bepaidtotravel.com
Email: daniel@bepaidtotravel.com

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Approved and Regulated by the Colorado Department of Higher Education, Private Occupational School Board