

Company Overview

We apologize but this is the only document that is all about US!

Hope you do not find this to disturbing.



Here is what you will find in this document:

1. WHO ARE WE & WHAT WE DO
2. OUR MISSION
3. OUR STORY
4. CONCIERGE SERVICES
5. BEST VALUE GULETS
6. OUR GOOLETS BLOG

1. WHO ARE WE & WHAT WE DO

Goolets Travel Agency is a specialized provider for cruises with traditional Mediterranean motor yachts called - Gulets. The agency was founded in year 2005 and since then we managed to successfully arrange thousands of different gulet type holidays for our clients.

From 2005 till 2012 we organized cruises for more than 11.200 people on private charter gulet cruises.

We are one of very few agencies that is **100% specialized only for gulets**. No motor yachts, no bare boats, no catamarans, no luxury villas....**ONLY GULETS!** This allows us to concentrate only on best possible deals, gulet inspections and on providing best possible support to clients in search for GULETS!

We mostly offer gulets in Turkey, Croatia and Greece but in the past we have also organized several gulet cruises to Maldives, Italy, Spain and Seychelles.

So what we do?

1) First we inspect gulets, interview and negotiate with gulet owners and try to determine which gulets are appropriate for what kind of groups.

2) We promote gulets to people all over the World through **inbound marketing** mostly.

3) We educate people what might be the best for them. We try to determine their wishes and needs and match them with the most appropriate gulet owners.

4) We make sure everything runs smoothly while you are on a cruise and we educate you a bit more before you depart – on how to get the most out of your holidays.

5) We are your insurance that everything will be okey.

2. OUR MISSION

Our mission sounds SIMPLE.

“How to provide the best possible gulet cruise holidays for our clients – according to their specific needs!!! “

It sounds more simple than it really is. But we manage it. How?

Because our entire team is made by people who **are all huge fans of gulet cruising.**

So every year **we cruise** and explore new attractive routes **and test our gulets and gulet owners.**

We regularly check how owners maintain their ships and we love to test/taste their great food... We know it is a hard job, but somebody has to do it....This way we can really advise you **FIRST HAND!**

3. OUR STORY!

Our main headquarters are in Slovenia which has exactly 2 mio people and 42 km of the seaside?!

So how it is possible that a company that has absolutely no correlation with the sea, gulets, Turkey, Croatia and Greece can become one of the strongest agencies for gulet cruises in the World?

Here is the story:

2005 – Mitja Mirtič (CEO of the company) went on a gulet cruise to Croatia for the first time in his life (by invitation). He was shocked to see what an amazing holidays this is. And he also recognized the opportunity as nobody really knew about gulets back then.



Company was established and he went to action.

2006 – 2008 – It was not easy but the company started to expand. We started to offer also gulets in Turkey and Greece. Several trips later and after lots of effort in marketing and negotiations with gulet owners, the company managed to break through to those markets also.

Our Turkey Team!



After **Alenka Dornik – Mirtič** (the future wife of Mitja) joined the team and brought all her knowledge to the company also the results really took off.



In that time also Goolets Company managed to grow the base of partners (other travel agencies sending clients to us) to more than 250 worldwide travel agencies.

Let's mention just a couple of them, who are working with us and who sent us significant amount of clients In the past! Special thanks to all of them.

- Boatbookings.com - worldwide Company!
- Charterworld.com – worldwide Company!
- Eglobalyachts.com - USA!
- Windward islands - worldwide Company!
- AFF travel – Germany!
- Aktief travel – Belgium!
- Aris Drivas Yachting – Greece!
- Discover Croatia – Australia!
- Global international company – Australia!
- Globe Sailor – France!
- Grand Voile Mediterranee – France!
- Kuonni Viaggi – Lugano!
- Lana Tour – Russia!
- Nautilus Yachting – UK!
- Okfa Yachting – Turkey!
- Ophirtours – Israel!
- Agency Partner – Slovenia!
- SARL Caps boat – France!
- Scansail – Germany!
- Special Feeling – Nederland!
- Tarantela d.o.o. – Croatia!



2008 – 2011 – Company really took off. We started to put in extra marketing efforts and in these 3 years we managed to become one of the leading gulet cruise companies in the market.

And what happened because of that?

- a) Owners started to come to us and ask us if we could start working with them!
- b) We managed to give lots of business to different gulet owners, which meant we are able to offer super competitive prices on the market!
- c) We tested dozens of different local tour operators, and managed to determine (after really lots of hard work), which partners offer the best deals, services and support.
- d) We managed to see the patterns what really worked for our clients. We realized what really makes them happy. So we took the scientific approach and decided we will get to the bottom of it.
- e) We developed something called “**The Procedure**”, which enables us to always organize the best possible holidays for our clients!

Here is “[The Procedure](#)” described in details! ([how to book gulet Holidays](#))

2012 – 2013 - So what happens when you have the **golden procedure, best** prices on the market and when you are **100% positive you can organize superb gulet cruise holidays for every person** interested in these holidays?

- You have to inform as much people (interested in gulets) about this as possible!
 - You have to educate them properly!
 - You have to deliver on your promises!

Those were the main reasons that company decided to take a chance on the World’s biggest internet marketing platform in the World, which will enable us to bring those massages to everyone interested.



Did we mention our next goal? Maybe this sounds a bit pretentious, but we honestly believe Goolets can become the next Amazon.com in gulet cruise market. High goals are important.



4. Concierge Services

»**Concierge services**« are one of important benefits that Goolets Agency is offering for its clients!

A »**concierge service**« means we assist our guests with various tasks during the cruise; like making restaurant reservations, arranging for spa services, recommending night life hot spots, booking transportation, procurement of tickets to special events....all sorts of stuff you need during your gulet cruise.

»**A concierge**« is often expected to “achieve the impossible”, dealing with any request a guest may have, no matter how strange they are. However the most important thing about these services is that you are **NOT ALONE** on your cruise. If you need some assistance, there is always somebody out there, who can help you.

More info about Concierge Service: <http://www.goolets.com/concierge-services>



5. Best Value gulets!

We know great deals and best prices are very important in these days! But it is a huge difference between getting “**the biggest discount**” or “**the best value deal**” under special conditions.

You can read more about [Best Value Gulets](#) on this link.



6 .BLOG

At the end we'd like to invite you to our blog. Everything written there is totally – **UNCENSORED!** The blog is written by the company CEO Mitja Mirtič and inside everything is written according to how he sees things from his point of view – first hand!
Some of the TOPICS which you can find there are:

- All general info about gulet cruises
- Best cruise itineraries
- Scary and Funny stories which happened on some gulet cruises
- Best pictures we collected
- Presentations of »Best gulets in the World«
- Much more other useful stuff

<http://www.goolets.com/blog>



Enough about us!

If you wish to try us out click on this button below and send us **smart inquiry** for your gulet cruise.

Send Smart Inquiry!

Sincerely yours

Goolets Team!