

STARR TRANSIT CO., INC. EXPANDS ITS REACH

HAMILTON, NEW JERSEY – May 10, 2018 - Starr Transit Co., Inc. is pleased to announce that it has acquired Seniortours, Inc., a privately owned premier packaged vacation and cruise company serving the central and southern New Jersey regions for 40 years. The acquisition provides Starr with the opportunity to geographically expand its customer base of motorcoach tour travelers, Travel Agents, and Community Group Leaders in the central and southern New Jersey regions. Additionally, the acquisition will provide Starr with the opportunity to expand upon and complement its large assortment of tour destinations and packages.

Since 1978, Seniortours has earned its reputation as a nationally known packaged tour operator in the active, mature adult travel space offering a complete line of deluxe escorted vacation packages with destinations in the United States, Canada and abroad.

“Our deep interest in Seniortours is in line with our strategy to regionally expand Starr’s services, and sell our current and brand new tour line to an extended customer base. We are very excited and look forward to bringing new and enhanced travel experiences to all of our customers.” said Sandy Borowsky, Vice President of Tour Services & Marketing; and a 3rd generation owner.

“In the past 3 years, Starr has proven to be a valuable partner to us, providing our tour guests with safe, friendly and professional charter bus service. As we prepare to move on to the next phase of our lives, it was extremely important that we found someone who could continue the great legacy and service our travelers have come to know and love. We’re confident that Starr is exactly the right fit and will continue our company philosophy by providing exceptional travel experiences to all the wonderful destinations our travelers have come to know and love.” said Susan Holt, Seniortours Co-owner.

Starr, celebrating its 71st year in business, is the leading provider of transportation and tour services in Southeastern Pennsylvania, New Jersey, and Delaware. The company has grown to provide packaged bus tours and cruises to over 150 destinations worldwide. In addition to the Tours Division, Starr’s Charter Bus Division continues to grow, providing transportation fulfillment, convention shuttle services, group tours, and regular line route services throughout the USA and Canada.

Contact:

Starr Bus Charter & Tours
Sandy Borowsky, Vice President Tours & Marketing
sborowsky@starrtours.com
609-587-7208

For more information, please visit www.starrtours.com

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