

## Courier Magazine: April 2006

### *Meet the Members*



**Company:** Excel International Sports Tours  
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**NTA Member since:** 2004

No doubt you've heard Nike's famous *Just Do It* slogan. Eric McAleer's version could have easily been *Just Go For It* when he emigrated to the United States in 1997 and started Excel International Sport Tours.

"With my own background as a former professional soccer player, coach, teacher, and having been born in Europe, we saw a niche for the services we provide," McAleer explained. "Combined with my wife's experience in business, we created a good business model."

Nowadays, Excel specializes in arranging European tours for soccer teams from the twelve-year-old age bracket right up through Division One college men's and women's soccer teams.

"With soccer being the number one youth participant sport in the United States, there is an increasing demand for this type of tour," he continued. "Also, Europe is easy to get to, very attractive as a soccer and cultural destination, and affordable."

McAleer cites the company's personal touch, professionalism, service, experience, knowledge and quality of its products as the primary reasons for its success. A thorough understanding of both the product and target audience is imperative in order to provide the best service and product in a particular niche market.

"We build long-term trustful relationships and friendships with our clients and this is something my staff and I love to do," McAleer said. "Working with youth, sports and travel - it does not get any better than this!"