

GO Group Sees Record First Half

Written by Australian Business

CHICAGO, Oct. 24, 2013 /PRNewswire/ -- [The GO Group, LLC](#), a marketing alliance of some 35 airport shuttle companies in North American, Central America, the Caribbean and Europe has announced record high revenue for the first half of 2013.

The privately held company, which is owned by 10 of its member companies, has announced sales of \$3,350,568 a 32 percent increase over 2012. The numbers do not include revenue generated individually by its members.

According to John C. McCarthy, president, most of that gain came from web sales, which went from \$1,512,876 to \$2,371,997, a 56 percent increase.

GO members also market collectively through corporate sales, travel wholesalers and third-party sellers.

Launched in August 2007, The GO Group has enjoyed annual increases, despite downturns in the travel industry, going from just under \$1 million in 2008 (the first full year of operation) to \$3,325,032 in 2013.

"We expect to top \$5 million by the end of this year," McCarthy says, attributing the growth to the fact that travelers today are both cost conscious and environmentally aware.

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"A shared ride is an economical transportation option that is more earth friendly than a private vehicle or taxi."

McCarthy, who is also president of [GO Airport Express](#) in Chicago, adds that collective marketing under the GO brand has benefited the individual companies as well.

"The GO Group has provided its members with international brand recognition as well as incremental revenue," he adds. "Customers are increasingly aware they can book the service in multiple cities."

The GO website, <http://www.goairportshuttle.com> receives more than 1 million visits per year.

SOURCE The GO Group, LLC

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