



TRAINING MANUAL

HELLO AND WELCOME TO THE MyTA4Life TRAINING MANUAL.

This manual is a guideline and overview of the travel industry and a basic guide to help you get travel booked, as well as, help you with sales techniques to take your business to the next level.

Our training manual is to be used for a greater general understanding of the travel industry. This manual is separated into several topics. We first review our Travel Pipeline and how easy it is now to book cruises, hotels and rental cars for you and your clients. With our point-and-click booking engine, you can research and find the best opportunity for you and your clients to travel. It IS that easy!

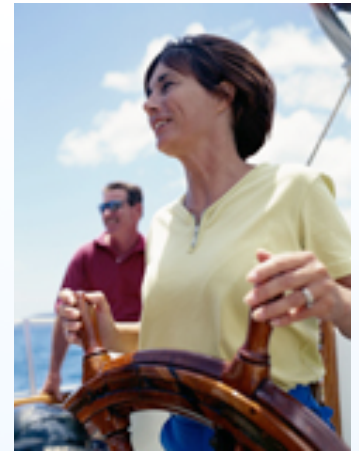
Next, we cover the major cruise lines and land tour operators. We have a brief overview of each supplier and their inventory. We follow that up with a brief geographic map of the main travel destination, as well as some travel definitions.

The next section is a very brief overview of rental car and hotel suppliers. We give you this brief overview to show you the suppliers that are out there, but the Travel Pipeline will have many more than we can put in here, so please use this as a guide, not an end all be all (or this would be a 200 page document).

Then we have a sales approach, which can be modified base on your client, their personality, and their needs. In this section we also go over groups and the advantages of booking them and the commission that comes along with them.

Please understand if you want greater detail for the vendors, each vendor offers separate training. Their training classes can be found online if you visit each vendors website. They offer an assortment self paced training, and live webinars. If you have questions please don't hesitate to ask our 5 star customer service department for assistance.

Please enjoy and welcome aboard...*The MyTA4Life Team*



"I love being an agent, and the best part is I am in control of everything I do" - Lisa K, MyTA4Life

That is the best part of being an agent at MyTA4Life, you are now in control of your vacation and able to find the best rates without price



THE TRAVEL PIPELINE

Building Our Community, One Agent At A Time



Mark and Jason Jacobs with Vicki Freed, VP of Sales and Marketing at Royal Caribbean Cruise Lines

We at MyTA4Life believe in building a travel agent community, some even say a "Travel Tribe" of like minded people who find passion in making travel needs come true.

What sets us apart:

- Proprietary Booking Engine, The Travel Pipeline
- Hands on Training
- An Agent Community of Travelers
- Lunch and Learns
- Seminars at Sea
- Social Media Experts
- One on One Relationships with the cruise lines

We at MyTA4Life have over 32 years of Travel Experience and we want to give you all the trade secrets to make you a successful agent!



TA4LIFE TRAVEL AGENT FOR LIFE

HOME THEMES/GROUPS FORMS TRAINING VENDORS

Revelax

Cruise Search Results

There are 27 results that match your criteria from April 1, 2014 to May 31, 2014.

Displaying 1-10 of 27 cruises. [Next](#)

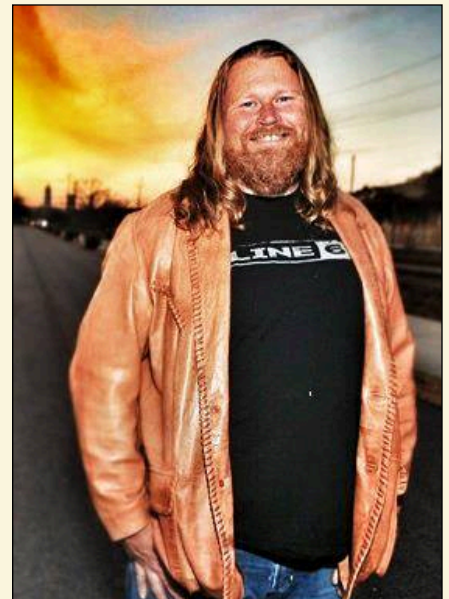
[Disney Cruise Line](#)
[Disney Dream](#)
 3 Night Bahamas
 Departing from Port Canaveral, Florida
 Ports of Call: Port Canaveral, Florida | Nassau, Bahamas | Castaway Cay, Bahamas
 The actual Ports of Call visited are dependent on the selected itinerary and may NOT include all ports listed.

Itinerary	Interior	Oceanview	Balcony	Suite	Select & Continue
April 3	567 USD	615 USD	711 USD	2100 USD	Check Availability
April 10	591 USD	639 USD	735 USD	2100 USD	Check Availability
April 17	615 USD	663 USD	759 USD	2100 USD	Check Availability
April 24	570 USD	591 USD	636 USD	1605 USD	Check Availability
May 1	525 USD	546 USD	591 USD	1605 USD	Check Availability

The Travel Pipeline

"The Travel Pipeline is your one stop shop to book cruises, hotels, and rental cars! We give you the tools that make point and click bookings for you and your clients. This is as easy as using Orbitz and makes it very convenient for you to get your clients the info and choices they want to see, while never price shopping again. The Travel Pipeline lets you work more efficiently, while being available to your clients. This is the tool that sets us apart from the competition."

KAPPY, MyTA4Life Partner



CRUISE LINES

General Cruising Information

All seven day cruises depart on weekends. They go Saturday to Saturday, or Sunday to Sunday. All three day cruises leave Friday and return on Monday. Port Canaveral has three day cruises that leave on Thursday and return on Sunday. These same ships turn around and do four day cruises that go Monday through Friday or Sunday through Thursday. They will do this year round. Royal Caribbean, Carnival, and Disney are the only cruise lines that offer three, four and five day cruises. The cruise lines reposition the cruise ships during the summer months going to Alaska, Europe and the Northeast US. These ships will do roundtrips May through September. The cruise ships will also depart out of New England doing the Fall Foliage Cruises during September and October. Otherwise from November to April the cruise ships are mainly doing cruises to the Caribbean and Baja, Mexico. The Caribbean is made up of the Eastern Caribbean, Western Caribbean and Southern Caribbean.

All cruise lines do all the same ports. All cruise lines now have their private island. It's an awesome day on a private island that is exclusive to all the passengers on a cruise ship. There is every type of beach accommodation available. It will range from snorkeling, scuba, massages, parasailing, jet skiing etc. They will serve lunch and have live Caribbean music. The island is usually divided into children beaches and adult beaches.

Cruise Departure Times

Most ships depart ports in the afternoon/evening. The times are usually 4:00pm, 5:00pm or 7:00pm. At the end of the sailings, ships arrive in the morning, usually 8:00am. Sailings that depart San Juan, Puerto Rico and some Mediterranean sailings have different times of departure.

Deposits

Generally all seven day cruises require deposits of \$250 USD per person, four and five day cruises require \$200 USD or \$150 USD, three day cruises require \$150 USD or \$100 USD. You must check with the cruise line because these deposit requirements may vary.

Final Payments

Final payments are generally due 75 days prior to a seven day cruise departing. Three and four day cruise final payments are usually due 60 days prior to cruise departure. If payment is not made client could forfeit deposit. If client want to cancel after final payment is due they will be subject to penalties. These penalties vary based on the cruise line. Eight day and more cruise deposits and final payments vary based on the cruise line. Please make sure you check with the cruise line for those dates.

Categories

All cruise lines have different types of deck and cabin descriptions. The floors on cruise ships are referred to as Decks and the rooms as Cabins. Each of these decks and cabins have different classifications according to the cruise line. The cabin and deck is commonly referred to as a category. The person that knows the category also knows their cruise price.

Room Assignment – A reservation with a room assignment will be given a particular cabin at the time of booking. Certain like to be certain they know where their cabin will be. This will be appropriate for them since they are given a definite room at the time of booking.

Guarantee – A reservation with a guarantee category is promised to be booked into at least the category for which they pay. What this means, is that they are given the possibility for a potential upgrade at the discretion of the cruise line. Some clients prefer to be given that opportunity for an upgrade.

CRUISE LINES

Cruise Lines Overview

MAJOR CRUISE LINES (90%)

Carnival Cruise Lines, Celebrity Cruises, Royal Caribbean International, Holland America Lines, Norwegian Cruise Lines, Princess Cruises

SPECIALTY CRUISE LINES (10%)

Disney Cruises, Seabourn Cruise Line, Regency Seven Seas Cruises, Silversea Cruises, Crystal Cruises, Cunard Cruises, Windstar Cruises, MSC Italian Cruise Line, Oceania Cruises

Contemporary Cruises

Value-Packed vacations exceeding and/or rivaling any land-based vacation. These main-stream cruises offer a comprehensive and amenity filled vacation, inclusive of accommodations, meals, and entertainment, in a casual environment. Newer (or extensively renovated) ships offer modern design and comforts, together with lots of open deck and pool space, organized activities, sports, beauty and fitness centers, libraries, shops, lounges, major "Vegas Style" or "Broadway" productions, night life, dancing, music, and comedians. Both sit-down (with some formal nights) and buffet style meals available on every cruise. (Rates from \$100 to \$200 per person per day)* All cruise lines offer alternative private dining for additional costs. Some cruise lines offer agreements with nationally recognized restaurants such as Johnny Rockets, ESPN Zone, and Baskin Robbins.



Carnival Cruise Lines is the largest and most popular cruise line in the world, with "Fun Ships" operating voyages from 3 to 17 days in length to the Bahamas, Caribbean, Mexican Riviera, Alaska, Hawaii and the Panama Canal. Known for its festive-yet-casual atmosphere, Carnival offers a variety of on-board dining, entertainment and activity options to suit any mood or taste. From elegant multi-course meals to more casual options like the "Seaview Bistros," alternative dinner-time service and 24-hour pizzerias, along with dazzling Las Vegas-style entertainment and a full slate of morning-til-night activities, a "Fun Ship" cruise offers something for everyone. Additionally, each Carnival vessel features at least three swimming pools, a full gambling casino, on-board duty free shopping, as well as a "Nautica Spa" health and fitness facility, and "Camp Carnival," a complimentary fleetwide children's program hosting 175,000 kids a year. And, Carnival is so confident that guests will have a great time that it offers the industry's only Vacation Guarantee.

Past passengers are considered anyone who has traveled Carnival, Princess or Holland – ask the client. Past passengers may be eligible for upgrades, on board credits or other neat gifts.

CRUISE LINES



Costa Cruise Lines

Costa Cruises enjoys the reputation of being Europe's number one cruise line. The Italian company, with its North American headquarters in Miami, has been hosting passengers since 1948, when the line switched from its business of transporting olive oil to a passenger line. Costa's eleven-ship fleet sails Eastern and Western Caribbean, Mediterranean, Northern Europe, South America, Baltic and Russia, and Transatlantic itineraries. The ships run the gamut from the intimate to the super-luxurious: 800-passenger Costa Marina and Costa Allegra to the 1,928-passenger Costa Victoria. Costa has just launched the Costa Atlantica to guarantee the utmost memorable cruising experience. This 84,000-ton, 2,112 passenger cruise ship was delivered from Finland's Kvaerner Masa-Yards in Spring 2000. Costa's Italian-style hospitality offers clients in-depth travel experiences aboard as well as ashore. Passengers will bask in European-style luxury and sophistication, while sharing their experience with fellow cruisers who are just as likely to hail from Paris, Texas as Paris, France.



Norwegian Cruise Lines

Norwegian Cruise Line is proud to present Freestyle Cruising to all its valued guests. For the first time ever, enjoy open seating dining where you can dine whenever and with whomever you wish. Don't want to pack formal wear on your vacation? With the new resort casual evening attire, you no longer have to! And, say goodbye to envelopes and exact change as gratuities will be automatically added to your stateroom account. Now more than ever, cruising is truly hassle free! Norwegian Cruise Line takes thousands of passengers on hundreds of cruises every year. Yet each experience is personal. Each guest individual. Each voyage unique. Their ships are mid-sized, not mega. Big on choices, not on lines. And big on space too, with larger-than-average staterooms and acres of sun-washed decks. You'll find more places to discover. More room to roam. More places to lose yourself. Norwegian Cruise Line sails the world, with voyages to Alaska, Bahamas, Bermuda, Canada, New England, Caribbean, Europe, Panama Canal and South America. And with the recent announcement of Hawaii sailings, the treasures of the world are just a magical journey away. Discover everything cruising was meant to be. Experience the one-on-one personal attention and talent for pleasing guests. And see why the Norwegian Way is a better way.



Princess Cruises

Princess is one of the most, if not the most recognized cruise line in the world. Today, Princess has raised cruising to a whole new level, with spacious and accommodating ships packed with amenities. With two to three main dining rooms, warm and intimate in scale, and two to three spectacular theatres for a choice of entertainment nightly, you'll always find the freedom to chart your own course. Choose from the widest array of itineraries and ports of call in world-wide cruising. From the Aleutian Islands to the Cape of Good Hope, from the Strait of Gibraltar to the tip of South America, and from the islands of the South Pacific to Alaska's Glacier Bay, Princess traces the coastline of six mighty continents, and drops anchor in over 100 exciting ports.

Past passengers are known as Captain Circle Members. Ask if they have traveled Carnival or Holland for past passenger status.

CRUISE LINES



Royal Caribbean International

Where in the world would you like to go? Royal Caribbean sails to the sunny Caribbean, enchanting Bermuda, rugged Alaska, festive Mexico, tropical Hawaii, Colonial Canada & New England, legendary Panama, historic Europe, and exotic Asia. And the vessel that takes you to these magical places is a destination in itself. A Royal Caribbean cruise ship is like a recreation center, an entertainment complex, a grand hotel, an art gallery, a health spa, several restaurants and a seaside resort all rolled into one. Where else can you experience gourmet dining, enjoy first class entertainment, be pampered in spacious accommodations, and scale a rock-climbing wall, all under one-roof? So fast-forward past the hassles of arrangements and phone calls, packing and unpacking, straight to the good stuff - your vacation. The things you do not want to be bothered with, Royal Caribbean takes care of. Like a beautiful place to stay at every port. Private islands, fabulous restaurants, Dramatic nightlife. The things you want to choose for yourself, you can. Snorkeling or shopping? Ancient ruins, lush rainforests, historic cathedrals, or golf? The choices are as well rounded as the 360-degree views. When you see the world with Royal Caribbean, you will sail on an unforgettable journey of discovery.

Premium Cruises

Up-scale cruises for those demanding premium quality vacations. Beautifully appointed and decorated ships are designed to offer greater space and comfort for each passenger in a semi-formal environment. Multi-Million dollar art collections, themed lounges/theatres/and public areas, and a detail oriented staff and crew create an experience of elegance and pampering far removed from any stress or worries. Participate in activities, games, shows, and fitness, or simply relax to refined service and quality food and dining. Priced inclusive of accommodations, meals, and entertainment, premium cruising value still exceeds or rivals the best packages offered by upscale hotels and resorts. (Rates from \$150 to \$400 per person per day)*



Celebrity Cruises

Until you experience for yourself the world-class style that distinguishes every ship in the Celebrity fleet, you can only imagine the taste of perfectly prepared tournedos rossini or the exhilaration of Celebrity's exclusive AquaSpa programs. Until you personally experience the five-star service for which Celebrity is acclaimed, you won't know what it means to be treated not simply as a passenger, but as an honored guest. Until you experience the pleasure of spending a memorable day in port, then returning to a ship where all the comforts and conveniences you could wish for await you, it will remain just a dream. Come live the Celebrity experience. And allow Celebrity to exceed your expectations. At Celebrity Cruises, the objective is a simple one: present an incomparable cruise experience aboard ships of uncompromising style and sophistication. That is why Celebrity has enlisted the talents of world-renowned ship architects and designers to create a truly extraordinary fleet. Every ship reflects meticulous attention to detail, yet each vessel has its own distinctive style, with its own uniquely inviting public rooms and social spaces. Like observation lounges that transform into discos at night. And intimate lounges where you can sample a hand-rolled cigar. From the moment you step aboard, Celebrity's furnishings, decor and air of understated elegance create a festive, carefree environment to enjoy among new friends, together sharing the Celebrity experience.

CRUISE LINES



Holland America Line

Sail away in Five-Star Style. For the ninth year in a row, Holland America Line has been voted "best overall cruise value" by the World Ocean and Cruise Liner Society, the experienced travelers who know cruising best. Service, ambience, cuisine, personal attention - only Holland America offers you such consistent quality and more "five-star" ships than any other major cruise line. Holland America ships are fabulous destinations in themselves, offering everything you would expect in a great resort on land, and more. Master chef, world-renowned Reiner Greubel, a member of the prestigious society Confrerie de la Chaine des Rotisseurs, leads the award-winning culinary staff in the creation of exciting new dining options. Lovingly prepared, exquisitely presented. Life on board your Holland America ship is always exciting, because there's always something happening. Join in a myriad of planned activities, or enjoy quiet time in superb surroundings. Holland America Line offers a five-star resort in 253 ports and scenic cruising areas throughout the world: Alaska, Canada, Caribbean, Europe, Hawaii, Panama Canal, Orient, South America, South Pacific, World Voyages.



Disney Cruise Line

Enjoy legendary Disney service and entertainment, incomparable dining, exciting ports of call, and day after day of wonder-filled adventure. Here, specially designed areas and activities let adults, families, teens, and children play together and separately, creating magical memories that last a lifetime. Start planning your Disney Cruise Line vacation today. What better way to begin than with a Disney cruise vacation? With spacious staterooms, original Disney entertainment and activities, exotic ports and extraordinary onshore excursions, there's something for everyone on Disney Cruise Line®. Discover the Disney Difference. With our legendary attention to detail, amazing adventures for all ages and Disney-style entertainment, a Disney cruise vacation brings magic into your life.



MSC Cruises

"The Finest Italian Hospitality Afloat"

To us, that means the caring, personal attention of an authentic Italian crew. MSC Italian Cruises' staff is on-hand to provide guests with the highest level of service. From a nightly turn-down service to a late-night snack delivered to your private room, no detail is too trivial for your comfort. The Mediterranean is more than just a destination for MSC Italian Cruises, it's our home. That's why we know its ports of call and their famous and secret attractions so well. Both off and onboard, we take great pride in our distinct Italian style. While we offer luxurious modern amenities, we have remained true to our past by maintaining our unique personality. For our guests, that means an authentic service and ambience that will make you want to return time and time again. If an elegant and refined atmosphere fits your definition of timeless bliss, MSC Italian Cruises will transform your idea of cruising.

CRUISE LINES

Luxury Cruises

For those demanding the finest quality in all respects, luxury cruise ships rate among the best vacations among any resort in the world. A formal atmosphere with nothing but the most refined white-gloved service. Appointed and decorated with the finest quality and care, these ships offer spaciousness, comfort, luxury, and choice, while exploring exotic ports around the world. (Rates from \$400 to \$1,000 per person per day)*



Crystal Cruises

Think of the farthest corners of the world connected by a smooth and shining sea. Imagine that a floating luxury resort, filled with everything you ever could desire, is waiting to carry you on the journey of your dreams. Crystal Cruises takes pride in navigating that magical highway of the sea, transporting you to the best the world has to offer. Your days and nights on a Crystal cruise are effortless and carefree. You will revel in a wealth of time, a luxurious sense of leisure and ease; your hours are your own, to spend as you see fit. Released from the pressure of schedules and routines, you are free to play, to rest, to mingle and relax - to allow for the luxury of serendipity. Like the open sea, each day is limitless. You can chart a course, then change it at your whim. Let possibility fill the sails of your imagination and see what magic might appear. Crystal Cruises gives you space to stretch out and explore. We have broad, sunny decks to stroll and inviting corners to settle into. There are cozy nooks where you can be alone. You can join a spellbound audience at an exciting Broadway-style show or get together with a few new friends over a frothy cappuccino. Your stateroom is a comforting place to call your own, where you can snuggle in and dream. With skilled and practiced sleight-of-hand, our chefs prepare the finest cuisine from around the world. Our guests may begin a cruise alone, but within days they find themselves greeting new-found friends. There is a spirit of cheerfulness and good humor to be found wherever you are on our ship. Guests say that's the real magic of a Crystal cruise. There's no mystery to it; it's simply our commitment to heartfelt service that lets us create an atmosphere of enchantment, every day.



Cunard Line Ltd.

The legacy of Cunard...

It was a more civilized era, the golden age of sea travel. Crossing the ocean was a grand event unto itself, the very embodiment of sophistication and privilege. And traveling Cunard was what one naturally chose for such a voyage. Cunard's glorious ocean liners were floating palaces of art deco splendor and Edwardian excess, surrounding guests with every comfort and luxury. They attracted the greatest personalities of the day, from world leaders to movie stars, who sipped champagne at festive black-tie soirees and strolled along graceful promenades attired in their finest apparel. It was the quintessence of luxury travel, and getting there was truly half the fun. Cunard continues this celebration of style with Queen Mary 2 and Queen Elizabeth 2 - proving once again, with Cunard, the journey may be even more magnificent than the destination.

CRUISE LINES



SEVEN SEAS CRUISES

Regency Seven Seas Cruises

The five small to mid-size ships in Regent Seven Seas' six-star fleet include: the newest all-suite, all-balcony Seven Seas Explorer II, The second all-suite, all-balcony ship, the 700-guest Seven Seas Voyager, her sister ship the Seven Seas Mariner, the all-suite Seven Seas Navigator and the French Polynesian Paul Gauguin. In January 2006, A maximum of 198 fortunate guests will explore Antarctica aboard the, Explorer II, on two 11-night expedition cruises. In September 1999, Regent Seven Seas launched its ship, the ms Seven Seas Navigator in the same six-star tradition. And in March 2001, Regent will introduce the world's first all-suite, all-balconied ship, the Seven Seas Mariner. For the first time on any ship, every single guest will be treated to an unprecedented level of expansive personal luxury. Only Regent Seven Seas Cruises offers such a broad spectrum of distinctive vessels and voyages, while upholding an uncompromising standard of cruising excellence throughout, to each destination, aboard each ship.

Here are just a few of the great things that make Regent Seven Seas Cruises so distinct:

- Ships cater to only 180 to 700 guests
- All oceanview staterooms, most with private balconies
- Single, open-seating dining and alternative restaurant for dinner
- Complimentary wine with dinner
- Complimentary soft drinks, mineral water & juices
- Complimentary stocked bar in stateroom



Oceania Cruises

Formed in 2002 by luxury cruise industry veterans Joe Watters and Frank Del Rio, Oceania Cruises is the world's largest upscale cruise line. The finest cuisine at sea, award-winning itineraries and outstanding value define Oceania Cruises' five-star product and have positioned the company as the cruise line of choice for travelers seeking a truly refined and casually elegant travel experience. Our three intimate and luxurious 684-guest ships allow you to explore the world in unequalled style and comfort. Elegant and mid-size, you'll find the onboard atmosphere is extremely convivial, and with more than 400 staff members at your disposal, you will experience a level of personalized service that is unrivaled. Oceania Cruises appeals to discerning sophisticated travelers in search of world-class cuisine, unparalleled personal service, and an enriching, in-depth, destination-oriented experience.



Windstar Cruises

"Pioneering Line Celebrates 15th Anniversary" Sailing under the banner of its appropriate tag line "180-degrees From Ordinary," Windstar was created in the mid-1980's with the vision to offer an alternative to the typical cruise or resort vacation. The Windstar passenger sees the world from a romantic sailing ship with luxurious accommodations, a casual yet elegant atmosphere, and exquisite service and cuisine.

Well known for cruising off the beaten path, throughout 2002 we celebrated our 15th year of sailing to exotic locales and hidden harbors that larger ships cannot access. These stately vessels turn heads from the Mediterranean to the Caribbean to the Far East.

CRUISE LINES



Silversea Cruises

Silversea's all-inclusive ultra-luxury vacations appeal to discriminating travelers accustomed to plush accommodations and attentive, individual service. Distinguished by its award-winning all-suite ships and impeccable service, Silversea's all-inclusive fares include round-trip airfare, pre-cruise deluxe hotel stay, all beverages including select wines and spirits, gratuities, port charges, transfers, and a special shoreside event, The Silversea Experience, on select sailings. There are no staterooms here, only suites. Each features a marbled bath and walk-in closet. A cocktail cabinet is continuously stocked with your preferences. Luxury is found in every detail. Cut crystal. Crisp linens and plush bathrobes. Personalized stationery. Bvlgari soap, shampoo and lotions. Silversea offers far-reaching and imaginative itineraries to the Mediterranean, Northern Europe and the Baltic, Africa and exotic Asia, the Far East, South Pacific, South America, the Mexican Riviera, and the dramatic coastline of Canada and New England.

DESTINATIONS - POPULAR TO U.S.

Destinations

Western Caribbean – usually consists of Mexico, the Grand Caymans, Jamaica and Key West, Florida. These islands have a heavy Caribbean theme. In doing these sailing you normally visit four islands.



Eastern Caribbean – These islands are basically the Saints islands: St. Thomas, St. Martin and St. Kitts. These islands have a European background, usually owned by either the English or the French. These islands are more spread out and you usually only visit three islands on an Eastern Caribbean Cruise.



Southern Caribbean – All cruises doing the Southern Caribbean sail out of San Juan, Puerto Rico. These islands consist of Aruba, Barbados, Dominican and some Saints. Because you fly into Puerto Rico you are able to see an island everyday with practically no days at sea.



Europe – Mediterranean cruises sail to several of Europe's most beautiful destinations. Each port has its own must-see attractions, including: the Sistine Chapel in Rome, the ancient ruins of Pompeii in Naples, the famous Adriatic fortress in Dubrovnik and the romantic canals of Venice.



Hawaii & Alaska – Whether you're an adventure seeker or you just want to relax and recharge, Hawaii offers you the best of both worlds. The ultimate playground, the islands of Hawaii boast a myriad of activities on both land and sea, including: snorkeling, scuba-diving, swimming, whale-watching, horseback riding, helicopter tours, hiking, golfing, big-game fishing and, of course, surfing.



ALL-INCLUSIVE VACATIONS

All Inclusive Vacations & Land Packages Overview

What is an All-Inclusive Vacation?

The All-Inclusive resort is becoming a major staple in the travel industry. In general, All-Inclusive resorts generally emphasize customer service, outstanding food and beverage choices, convenience, relaxation and a wide choice of activities. In a nutshell, an All-Inclusive vacation package is a pay one price vacation. Your meals are included, your drinks – both alcoholic and non, most non-motorized water sports and night time entertainment. Our MyTA4Life agents also work with tour operators to offer you convenient flight options and can arrange transportation from the airport to the resort and back in destination. If you love the idea that you have paid for your vacation and don't have to worry about carrying extra money then the All-Inclusive may be for you.

It's also important to remember that no two All-Inclusive resorts are necessarily alike. Many are rated by our tour operators on a standard scale and cater to different audiences of travelers. You'll find All-Inclusive Adults-Only resorts, upscale luxury All-Inclusive resorts, All-Inclusive family resorts and a whole range of All-Inclusive resorts in between.

Most Popular All-Inclusive Resort Vacation Destinations

All-Inclusive resorts are in select countries worldwide. Most popular among our US clients are vacation destinations in Mexico, Caribbean and Central America. These are the our most popular All-Inclusive destination. You'll also find All-Inclusive hotels and resorts in Africa, Europe, the South Pacific and more. Finally, you'll find resorts that are inclusive, creating packages with their own unique inclusions.

Our MyTA4Life agents work with reputable, reliable tour operators and will consult with you to build the best All-Inclusive resort packages available and get the most value for your vacation dollar. The questions that they ask can help you make the decision and choose which destinations, All-Inclusive resorts, room categories, activities and more are best for you.

Who would enjoy an All-Inclusive Vacation?

Many people do not enjoy getting their wallet out constantly and paying for every little thing – so research shows that if you pay ahead of time, you can actually relax more on your vacation. Brain scans of people while they're in the process of paying for items actually shows that their pain centers are activated while they're paying. So if you can avoid that by paying ahead of time, you can enjoy your vacation more. All-Inclusive Vacations are also popular options for honeymoons, destination weddings and family reunions.

ALL-INCLUSIVE VACATIONS



Funjet

Funjet Vacations is a family-owned business that has been fulfilling vacation dreams for 38 years and counting. At Funjet, we are committed to creating vacations that far exceed the expectations of every customer and providing the best end-to-end service every step of the way. Our customers' collection of experiences and memories define us, and it is our desire to provide you with opportunities to truly Do Something You'll Never Forget.

Who We Are

Funjet Vacations is the flagship brand of the Mark Travel Corporation, headquartered in Milwaukee, Wisconsin. Funjet specializes in providing travelers with vacation packages that meet their needs, delivered with unparalleled customer care and at an exceptional value. With over 38 years of experience and hundreds of destinations, Funjet Vacations creates memories and helps each traveler Do Something They'll Never Forget.

Destinations

Funjet has spent the last 38 years building relationships with the best hotels and resorts around the world. The hotels and resorts that Funjet recommends include luxurious all-inclusive resorts in Mexico and the Caribbean, Hawaiian hotels with stunning surroundings, upscale and trendy locations in Costa Rica and Panama, popular U.S. vacation destinations and a wide selection of charming European accommodations. Wherever your wanderlust may take you, Funjet will be there with the perfect place to call your home-away-from-home. Start planning your vacation to one of our unforgettable destinations!

Customer Care

At Funjet, our customers come first. Their happiness is our number one concern, and that's why we offer unmatched customer service from end-to-end. The moment you begin dreaming about your vacation, Funjet is there for you. Experienced customer service representatives support you from the booking process all the way through the time when you return home. While you're on vacation, you'll have 24/7 access to Funjet's travel specialists to help you travel safely and without stress. Funjet's All-In-One Travel Protection offers great benefits, allowing you to plan and protect your dream vacation with no fees and no worries.

Price Match Plus

Part of planning the perfect vacation is finding the best value. To help our customers get the most bang for their buck, Funjet offers Price Match Plus, ensuring a match on competitors' prices for identical vacation packages plus Funjet's signature unbeatable customer care. Funjet takes the guesswork out of the planning process so each customer can focus on what really matters: creating lifelong memories! For more information on the Price Match Plus program.

Non-Stop Value Flights

Funjet Vacations offers non-stop value flights from several key origins to the most popular destinations in Mexico and the Caribbean. These are flights that Funjet has chartered specifically for its customers, so you know that you're getting the best price plus Funjet's superior customer service. In general, Funjet offers these non-stop flights from Chicago, Dallas, Houston, Kansas City, Milwaukee, Minneapolis, St. Louis and San Antonio. For customers that do not live in these cities, Funjet works with major airlines to create the perfect vacation package. For more information about Funjet's non-stop value flights.

ALL-INCLUSIVE VACATIONS



Over the years, Apple Vacations has grown into a company of almost 2,000 energetic employees with the same entrepreneurial attitudes as its founders. Headquartered just outside Philadelphia with regional offices in Chicago and Boston, the Apple Vacations family is focused on providing quality vacations with the highest level of service. Apple Vacations carries more leisure travelers to Mexico and the Dominican Republic than any vacation company worldwide, and is one of the nation's leading vacation companies to the Caribbean, Central America and Hawaii. Additionally, Apple Vacations offers European city stays, escorted tours and river cruises, and ski vacations to popular ski resorts in the US and Canada. With a full range of product including air-only, land-only and complete air/hotel vacations, Apple is an industry leader in selling all-inclusive vacation packages.

Apple Vacations has created the ultimate "beginning-to-end" vacation experience. Apple Representatives meet customers traveling on exclusive vacation value flights at their departure airport. Upon arrival in destination, Apple Vacations Resort Representatives are waiting outside the airport to guide customers to their hotel transfer. Apple Reps host welcome briefings and hold desk hours at most hotels, and are available all vacation long to help ensure the ultimate vacation experience.



[Sandals Resorts](#) and [Beaches Resorts](#) are constantly raising the bar on the all-inclusive vacation experience. As USA Today notes, gone are the days when an all-inclusive vacation was "synonymous with a bargain-basement getaway." Instead, you can now expect the finest accommodations and amenities, while also having the luxury to accurately budget the full cost of your vacation before arriving. During every [Luxury Included® Vacation](#) at Sandals Resorts and Beaches Resorts, you can experience elite accommodations, [gourmet dining](#) at up to 19 restaurants, unlimited [premium brand liquor](#), an array of [land and water sports](#), [entertainment](#) and more, all at no cost.

In their recent article "[Best Caribbean All-Inclusive Resorts](#)," USA Today rounded up some of their favorite vacation destinations in the Caribbean. Both [Sandals Royal Plantation](#), [Ocho Rios, Jamaica](#) and [Beaches Turks & Caicos Resort Villages & Spa](#) made this expert list. Read below to see why they include these Luxury Included® resorts among the best.

Sandals Royal Plantation, Ocho Rios, Jamaica

Ever since the 1970s, Jamaica has nurtured and refined the all-inclusive resort experience, with a variety of brands elevating the experience by introducing luxe amenities and features. One resort stands apart from the rest — Sandals Royal Plantation. Guests will have to pinch themselves to be reminded they're at an all-inclusive resort and not a five-star hotel like a Ritz-Carlton or St. Regis. This adults-only Ocho Rios resort is perched above the ocean overlooking some intimate, pocket-sized beaches. The ambience at Royal Plantation is that of being at an impressive estate, which is amplified by such perks as personal butler service and the C-Bar Caviar + Champagne venue. Guests also have the option of complimentary golf at the nearby Sandals Golf & Country Club.

Beaches Turks & Caicos Resort Villages & Spa

Families will find themselves in vacation overdrive when they book a stay at Beaches Turks & Caicos. The resort is on a 12-mile stretch of white sand beach. The littlest kids will be enthralled by activities and performances by Sesame Street characters, including fan favorites Elmo and Cookie Monster. Teenagers have their own private disco, Liquid at Beaches. The whole family will enjoy the resort's Xbox 360 Game Garage and the resort's 45,000-square-foot water park featuring a SurfStream simulator. The resort comprises three villages replicating the ambience of Italy, France and the Caribbean; with restaurants to match.

Shoretrips.com

Shore Excursions for your clients

ShoreTrips is available for cruise ship passengers and hotel guests in the Caribbean, Mexico Pacific coastline, Alaska, Hawaii, South America, Bermuda, the Mediterranean and the Baltic, and now Asia.

The ShoreTrips team has traveled and lived all over the world throughout their lives. They bring their experience and your requests together to customize vacations and specific trips. We work with both travel agents and travelers alike.

We guarantee the timely return to the ship before it departs and in the event that there is an unexpected problem, we accept full financial responsibility and will expedite the return to the ship as quickly and seamlessly as possible.

- ShoreTrips is the only company to establish a secure, seamless agent/client Referral System, **one that guarantees travel agent commissions**. You can send your clients to ShoreTrips with their questions without worrying about capturing your commission.
- Our engagement with the end user, the client, occurs only with the knowledge and at the request of the travel agent. ShoreTrips will never solicit any traveler directly unless the agent on record approves. **And when doing so we are always working on your behalf and will ensure you get paid the commissions**. ShoreTrips' lifeblood comes from supporting the Travel Agent community.
- ShoreTrips is the only independent shore activity provider started and owned by former travel agents who understand the needs of travel agents and their customers.
- The owners of ShoreTrips research **and travel to every destination before offering service**. That knowledge allows ShoreTrips staff to direct agents and clients to the right tours for their interests and needs. We are aware that others might claim to have visited every destination but we know that claim to be false. We have designed our own tours, and although our competition and the cruise lines frequently try to replicate them, ours remain significantly better.
- We have our own staff answering the phones 7 days a week, with a live service handling calls when the office is closed. We have a rotation of our own staff to handle emergencies.
- Our prices are competitive - our tours smaller.
- We have the ability to offer several tours that **NO OTHER COMPANIES CAN**. Some of those tours include The Skagway White Pass Train, Caribbean Dolphin Swims and several others. We also offer ethnic tours such as Jewish Heritage tours, art, culinary and wine tours.

SHORE TRIPS.COM

.cont

- Although tours from competitors may sound similar, they are not. ShoreTrips does not offer generic tours expedited by DMCs (destination managers on location) but rather, ShoreTrips uses the smaller passionate tour operators and activity providers throughout the world.
- Our choices are not based on price. Our standards of quality are the same for every preferred partner. American Express Black Card, Centurion and Circle Concierge use ShoreTrips for their fulfillment.
- ShoreTrips has our own shared tours, unlike our competitors, who put multiple clients on buses with more than one language. We do not do that.
- ShoreTrips has the same web presence for our member agencies that other providers have. We are able to interface completely – and in various ways – to seamlessly link your customers to you for commission purposes.
- We have a Group Department that handles each group request on an individual basis. We have tools for the agents such as flyers, TripPlanners, email blasts, etc. - collateral that is easily accessible to help agents sell.
- ShoreTrips initiated the idea of gathering group participants for webinars to educate the passengers which aids sales for the travel agent.
- We are able to customize FIT and Group requests and address special interests.
- ShoreTrips has systems in place to make sure activity vouchers are read prior to clients departing.
- Our stellar staff answers the phones within 3 rings; you will never get a taped message.
- We send staff on the same itineraries to learn first-hand what they are selling and to meet our partners.
- Our mission is to make travelers out of cruise passengers.
- Commission is paid by check directly to your office approximately 15 days after completing the shore excursion if the booking is verified by the vendor. As we do pay vendors for no-shows and we do not pay for cancelled bookings based on weather or ship itinerary changes, bookings that do not take place for those reasons do not get verified by the vendor and therefore are either cancelled in full (weather or ship itinerary changes) or paid 28 days after scheduled shore excursion automatically (guest was a no-show).
- All problems and disputes are handled by the owners who see this as a method to monitor quality and service.
- ShoreTrips has developed webinars to educate agents on how best to utilize our services. ShoreTrips has also designed geographical webinars to educate agents in the highlights of particular cruise itineraries.
- Arthur Frommer, the renowned travel writer has named ShoreTrips one of his top ten essential travel websites.

RENTAL CARS - TRAVEL PIPELINE

Rental Cars - The Travel Pipeline



Alamo

Alamo Rent A Car, the largest car rental provider to international travelers visiting North America, is a value-oriented, internationally recognized brand serving the rental needs of airport leisure travelers. Alamo offers low rental rates and a hassle-free customer experience at the most popular travel destinations throughout the United States, Canada, Mexico, the Caribbean, Latin America and Asia. St. Louis-based Enterprise Holdings owns and operates the Alamo brand in North America. For more information about Enterprise Holdings' environmental stewardship and long-term commitment to the sustainability of its business, visit www.enterpriseholdings.com/sustainability.



Thrifty

Thrifty Car Rental is one of the largest car rental companies in the world and is a wholly owned subsidiary of Dollar Thrifty Automotive Group, Inc.

In November 2012, Hertz Global Holdings, Inc. (NYSE: HTZ) acquired Dollar Thrifty Automotive Group. Through corporately-owned and franchised stores, the company operates more than 1,000 locations in 77 countries. Thrifty is one of the most widely recognized brands in the travel industry that caters to cost-conscious business and leisure travelers.



Dollar

The foundation of Dollar Rent A Car is built on a philosophy of exceptional customer service. That fundamental principle is passed on to each employee through our unique Customer Driven training program. Our attention to customer service and our fleet of fine quality rental cars and car hire products, is complemented by our strong line-up of business travel and vacation planning services available at most Dollar Rent A Car locations. Reserve your next rental car through our convenient and secure online car rental reservation center. Planning your next family vacation or business trip was never easier with our car rental travel partner program featuring convenient online airline and hotel reservations from major companies such as Southwest, American, United, Hawaiian and more!

Our special rental cars offers and low everyday rates assist you in keeping your travel plans within your budget. Dollar Rent A Car has convenient national and worldwide car rental locations to service you. Our Dollar EXPRESS car rental program will get you in and on to your destination in a flash!

RENTAL CARS - TRAVEL PIPELINE



Avis

Avis Car Rental and its subsidiaries operate one of the world's best-known car rental brands with approximately 5,200 locations in more than 165 countries.

Founded in 1946 by Warren Avis (who sold his interest in 1954), Avis was the first company to rent cars from airport locations. The company grew rapidly during the 1950's through franchised and corporate-owned expansion. In 1963, Avis introduced the award-winning "We try harder[®]" campaign and the tagline remains the company's rallying cry even today. Ten years later, Avis launched its innovative Wizard system, the company's proprietary reservation technology. Avis changed ownership multiple times in the 70's and 80's, becoming employee-owned in 1987. That same year, Avis introduced the Roving Rapid Return, a handheld computer terminal allowing customers to bypass the Avis counter. Two years later, the company launched Avis Cares[®] a program aimed at promoting renter and employee safety. In 1996, HFS Incorporated acquired Avis and then spun off as a separate public company all but the franchising rights, Wizard system, and reservation operations. In 2000, the company introduced Avis Interactive, the first Internet-based reporting system in the car rental industry, which was significantly enhanced and re-launched in 2006. In March 2001, Cendant Corporation purchased all of the outstanding shares of Avis Group Holdings and later that year moved its world headquarters to Parsippany, NJ. In 2006, Cendant Corp. separated into four independent companies: Realogy, Wyndham Worldwide, Travelport and Avis Budget Group, Inc., which is now the parent company of Avis Rent a Car System, LLC.



Enterprise

Founded in 1957, Enterprise Rent-A-Car is an internationally recognized brand with more than 6,000 neighborhood and airport locations in the United States, Canada, the U.K., Ireland, Germany, France and Spain, as well as franchise locations throughout Europe. Through tremendous leadership and the entrepreneurial spirit of our employees, we have built the largest car rental brand in North America, known for exceptionally low rates and outstanding customer service.

Today, Enterprise offers a wide variety of car leasing, replacement rentals, vanpooling, car sharing and hourly rental programs – and local car rental customers are picked up at no extra cost. In addition, the Enterprise Holdings Foundation has contributed more than \$200 million to thousands of local non-profits focused on community improvement, education and environmental stewardship.



Budget

Budget Car Rental is one of the world's best-known car rental brands. Budget is owned by Avis Budget Group, Inc., (NASDAQ: CAR) which operates and licenses the brand throughout the world.

Budget Car Rental was founded in 1958 as a car rental company for the "budget-minded" renter. Today, as an industry leader, Budget continues to appeal to value-driven renters by offering quality vehicles and a rewarding rental experience at more than 3,000 locations in more than 120 countries.

RENTAL CARS - TRAVEL PIPELINE

Hertz

Hertz

The Hertz Corporation, a subsidiary of Hertz Global Holdings, Inc. (NYSE: HTZ), is the world's largest airport general use car rental brand. Combined with the Dollar and Thrifty brands, the company operates from approximately 10,400 locations in approximately 150 countries worldwide. Hertz also operates one of the world's largest equipment rental businesses, Hertz Equipment Rental Corporation, through approximately 340 branches in the United States, Canada, China, France, Spain and Saudi Arabia, as well as through its international licensees.

Hertz also owns Donlen Corporation, a leader in providing fleet leasing and management services.



Fox

Fox Rent A Car, Inc. was founded in 1989, as a discount brand catering to airport travelers. Actively managed and owned by its founders, the organization has enjoyed robust growth and positive operating income for over twenty years. Established on the basis of joining technology-enabled efficiencies with proactive price management, Fox has been successfully growing airport rental market share and positioning itself as a viable alternative to the larger brands in the car rental space.

With 17 major airport locations across the US, Fox Rent-A-Car offers the consumer the same selection of foreign and domestic vehicles at a significant discount from the larger rental operators in the market. As the 21st century traveler becomes more discerning and cost-conscious, the Fox brand will continue to gain acceptance and a loyal following, founded on the principle of consistently offering value and superior service to the customer.

Fox Rent-A-Car, Inc. is a privately-owned and operated C corporation, based in Los Angeles, California.



EZ Rent A Car

We started small, but expanded it correctly. Our start with a fleet of nine vehicles at the Orlando International Airport in 1994 was the beginning. Today we have grown into a major competitor in the rental car industry on a national and worldwide level. After starting in the city that is now the #1 vacation destination, E-Z Rent-A-Car has expanded. We have carefully selected new and exciting marketing by expanding throughout the United States and throughout the World.

E-Z Rent-A-Car is The Best Value in Car Rental. We deliver this value to you through our excellent customer service, late-model vehicles, easy and efficient reservation and rental process and our low rates. We continue to expand on a national level because of the value that we provide. Please check back often as we continue to expand into new markets.

HOTELS - TRAVEL PIPELINE

Hotels - The Travel Pipeline



Marriott

Marriott International, Inc. is a leading hospitality company with more than 3,800 properties, 19 hotel brands, and associates at more than 3,800 managed and franchised properties around the world. Founded by J. Willard and Alice Marriott and guided by Marriott family leadership for more than 80 years, the company is headquartered in Bethesda, Maryland, USA, and reported revenues of nearly \$12 billion in fiscal year 2012.

The East Coast's first drive-in, the first motor hotel, and the first hotel chain designed for business travelers are just a few of milestones in Marriott's storied history of innovation.

OUR BRANDS

LUXURY	LIFESTYLE/ COLLECTIONS	SIGNATURE	SELECT SERVICE	EXTENDED STAY	DESTINATION ENTERTAINMENT
 THE RITZ-CARLTON BVLGARI JW MARRIOTT	EDITION AUTOGRAPH COLLECTION RENAISSANCE AC HOTELS	MARRIOTT HOTELS	COURTYARD SPRINGHILL SUITES FAIRFIELD INN & SUITES	RESIDENCE INN TOWNEPLACE SUITES MARRIOTT EXECUTIVE APARTMENTS	GAYLORD HOTELS MARRIOTT VACATION CLUB



Hilton

HOTELS & RESORTS

Hilton

The most recognized name in the industry, Hilton Hotels & Resorts stands as the stylish, forward thinking global leader of hospitality. With over 92 years of experience, Hilton continues to be synonymous with hotel because of our innovative approach to products, amenities and service. We help make traveling easier with our smart design, innovative restaurant concepts, authentic hospitality and commitment to the global community. With more than 540 locations in 78 countries, Hilton provides an authentic and contemporary experience for our guests worldwide. Our guest rooms feature a smart, functional design plus thoughtful amenities. And our Request Upon Arrival service ensures that your room will be unique to your specifications from the moment you check in.



HOTELS - TRAVEL PIPELINE



W Hotels - Combining the personality and style of an independent hotel with the reliability, consistency and attentive service of a major business hotel, W Hotels has redefined the luxury and design-led lifestyle hotel experience.

It began with the recognition that there are guests who seek a balance between style and substance - in their own lives, and in the destinations they choose. Each W hotel embodies this balance with a strikingly modern approach to design that is as refreshing, accessible and comfortable as one's own living space, with an emphasis on comfort, attentive service and exceptional amenities.

The W Hotels experience began with the W New York (49th St. and Lexington Ave.), which opened its doors in December 1998. An instant phenomenon, its success drove the development of more than a dozen new properties in colorful destinations - including Los Angeles, Chicago, Seattle and Seoul - in an unprecedented two-year span. Each hotel offers signature restaurant and bar areas that attract not only hotel guests, but local tastemakers as well. A collaboration with renowned chef Drew Nieporent led to the success of Heartbeat, the restaurant in our first New York location, followed by Earth & Ocean at W Seattle. The creative excellence of chefs like Todd English of Olives at W New York - Union Square and Tom Colicchio of Craft at W Dallas - Victory extended W Hotel's foray into the culinary world.

The approach we started with in 1998 still energizes us today. Each hotel and retreat worldwide synthesizes our birthplace's (New York City) energetic, vibrant, forward-thinking attitude into an atmosphere entirely appropriate to its destination. It's an approach that reflects the W Hotels vision of the hotel as a mix of vibes and elements that mingle to create a welcoming and social gathering place.



Starwood - With 1,100+ hotels and resorts reaching across nearly 100 countries, brought to life through nine world-class brands, Starwood remains the visionary leader in global hospitality. With our commitment to pacesetting innovation, lifestyle-focused design, signature services and strong traveler loyalty, Starwood continues to demonstrate just how rewarding the hotel experience can be.

Combine these attributes with dedicated team support, and dynamic sales and distribution systems, and the results are industry-leading premiums and unparalleled success for our franchised and managed development partners. Working with the right partners in the right places on the right properties, Starwood continues to expand our portfolio to everywhere our guests want to travel.

Starwood Hotels & Resorts offers a unique range of brands-Sheraton, Westin, Four Points by Sheraton, W Hotels, St. Regis, The Luxury Collection, Le Méridien, element and Aloft-with a presence in the world's most exciting destinations.



Four Points - Four Points® by Sheraton Get everything you're looking for with style and service you want, all at a great price. We have what matters most to you like stylish rooms, comfortable beds, delicious breakfast and fresh coffee. Plus you'll find free Internet and free bottled water in your room, great local beer with Best Brews™ and other extras that you'll love. Everything you need to travel the way you like.

HOTELS - TRAVEL PIPELINE



Sheraton

Sheraton® Hotels & Resorts welcomes guests in all corners of the world - from Australia to Uruguay. From full-service hotels to relaxing resorts, Sheraton enables you to connect to your location and to those back home.



A new destination sensation. A world that's lively, not lonely. AloftSM delivers a fresh, fun and fulfilling reinvention of the travel experience.

WESTIN

Inspiring yet never overwhelming, Westin® Hotels & Resorts are designed to engage the senses in a soothing atmosphere. Recharge in energizing cities and refresh at resorts worldwide.



ST REGIS

An impeccable staff, offering flawless and discreet service, ensures an extraordinary stay at St. Regis® Hotels & Resorts. From New York to Beijing, each St. Regis captures the distinctive personality of its location.

4 Seasons

The story of Four Seasons Hotels and Resorts, which opened its first hotel in 1961, is a tale of continual innovation, remarkable expansion and a single-minded dedication to the highest of standards. The Canadian-based company has, for nearly 50 years, transformed the hospitality industry by combining friendliness and efficiency with the finest traditions of international hotel keeping. In the process, Four Seasons has redefined luxury for the modern traveller.

Accor Hotels



Sofitel: refined luxury hospitality, the privilege of unique addresses throughout the world.



High-end hotels, designed for business travelers and the organization of meetings and events.



Mgallery is a collection of high-end, remarkable for their personality, present on all 5 continents.

GRAND MERCURE

We bring our hospitality experience and refined cultural sensibilities to redefine what a stay in a premium hotel in China can be.

NOVOTEL

400 hotels throughout the world: simple, well-designed, efficient and modern, totally adapted to the requirements of the traveler.

HOTELS - TRAVEL PIPELINE



Stay in our 30m² suites, all equipped with a Suite box: Internet, telephone, films, music...free and unlimited!



For more than 35 years, Mercure has represented hospitality excellence at the service of personalised stays.



Ibis includes more than 980 hotels throughout the world, offering all the services of a modern hotel at economical prices.



Original, comfortable hotels with breakfast and Internet access included in the price.



Ibis Budget: 430 hotels offering all the services of a modern hotel at a very reasonable price.



The new generation of low-cost hotels. 260 hotels in France accessible 24/7.



Discover our 17 exceptional thalassa therapy and Thermal spa locations in France and abroad.



Aparthotels Adagio offer modern apartments with a fully-equipped kitchen and hotel services, with tiered pricing for stays of 4 nights onwards.



Hotels, located in 14 towns and cities all over Poland. Depending on your mood, you may choose to stay at our historic hotel in the heart of Cracow, or to admire the sea from the window of a room in Kołobrzeg.



The Sebel: The Luxury of Space. Premier serviced apartments in stylish and spacious surrounds.

APPENDIX AND GLOSSARY

ADD ON - A supplementary charge added to the cruise fare, usually applied to correlated air fare, hotel arrangements, land tours etc.

AFT - Near, toward, or in the rear of the ship.

AIR/SEA - A package consisting of two forms of travel, i.e. air to and from the port of embarkation as well as the cruise itself.

BOOKING - A client reservation which has a deposit payment applied with the cruise line.

CABIN - The passenger's room.

CATEGORY - A price gradient of similar cabins from the most expensive to the least expensive, or vice versa.

CRUISE FARE - The actual cost of the cruise excluding all extras such as taxes, port charges, airfare, gratuities, and the like.

DEBARKATION - Exiting from the ship.

DECK PLAN - An overhead diagram of ship decks illustrating cabin and public room locations.

DEPOSIT - A partial payment of the cruise fare required at the time of booking to secure the cabin being reserved.

EMBARKATION - Boarding of the ship.

FORWARD - Toward the front or bow of the ship.

FINAL PAYMENT - Payment of the full cruise fare plus any necessary agreed extras, such as taxes, port charges, add on, preparatory to issuance of correlated travel documents.

FIRST SITTING - The earlier of two meal times in the ship's dining room.

FREESTYLE - Norwegian Cruise Line's term for open dining arrangements.

GRATUITIES - The passenger's personal expression of thanks (tips) to the ship's service personnel for services received.

GUARANTEE (GTY) - The cruise line's promise that the passenger will sail on a stated voyage in a specified price category or type of cabin, at an agreed rate on higher than would ordinarily apply for the voyage, which MAY result in an improvement of accommodation at no additional cost.

INSIDE - A cabin having no windows or portholes to offer a view of the sea.

LOWER BED - A single bed placed at the conventional height from the floor.

MIDSHIPS - In or toward the middle of the ship; the longitudinal center portion of the ship

OFFER - The cruise line's commitment for accommodations then available which may be suitable to the passenger's needs or wishes.

OPEN SITTING - Free access to unoccupied tables in the ship's dining room, as opposed to specific table assignments.

APPENDIX AND GLOSSARY

OPTION - The cruise line's offering of a specific cabin (or guarantee) for a specified period of time during which the passenger decides whether or not to accept. Acceptance is confirmed either by deposit or final payment.

OUTSIDE - A cabin having a window or porthole offering a view of the sea.

PASSENGER CONFIRMATION - Detailed terms of sale. Includes all pricing details.

PORT - The left side of the ship when facing forward.

PORT CHARGES - An assessment collected by the line and paid to the local government authorities for the ports of call.

PORTHOLES - Circular "windows" in the side of the ship.

QUAD RATE - An economical per person rate available to individuals for quadruple occupancy on a guarantee share basis.

REVIEW DATES - A periodic evaluation of the progress of the sale and promotion of a group.

SAILING TIME - The actual hour at which the ship is scheduled to clear the dock and sail.

SECOND SITTING - The later of two meal times in the ship's dining room.

SHORE EXCURSION - Off-the-ship tours at ports of call for which an extra charge is usually applied.

SINGLE OCCUPANCY - Sole occupancy of a cabin which is designed to accommodate two or more passengers, in which instance a premium is ordinarily charged. The single passenger pays the same total amount as if there were two passengers.

STARBOARD - The right side of the ship when facing forward.

STOPOVER - Leaving the ship at a port of call and rejoining it at a subsequent port of call or upon the ship's return to the earlier port of call.

TENDER - A smaller vessel, used to move passengers between the ship and shore when the ship is at anchor.

TBA - To Be Assigned.

TRANSFERS - Conveyances between the ship and other modes, such as airports, hotels, or departure points for shore excursions.

TRIPLE RATE - An economical per person rate available to individuals for triple occupancy on a guarantee fare basis.

UPPER BED - A single size bed higher from the floor than usual (similar to a bunk bed) often recessed into the ceiling or wall by day.

WAIT LIST - Not a guarantee, but the cruise line's endeavor to obtain accommodation for passengers on a first-come-first-served basis when all cabins are presently either, sold, under deposit, or under option.

CONFIRMATION LETTER



CONFIRMATION LETTER

DATE

Dear [CLIENT NAME]

Thank you for choosing MyMyTA4Life.com. We look forward to serving you on your upcoming Vacation. For your review **attached is your confirmation invoice** and below is certain applicable terms and conditions. This will serve as your written confirmation and notice of your Cruise Vacation purchase. Please review all the below information and invoice carefully. If you have any questions or concerns, please contact your MyTA4Life specialist or its Customer Service department.

Review Information: Passengers are responsible for all correct information. Please pay particular attention to the spelling of your name. Passengers' names must match the identification used for the Vacation. It is mandatory that all documentation reflect complete legal names. Verify the accuracy of the cruise ship, sail date, departure date (if different from sail date) or the vacation vendor information. Identify each cabin to verify its location and bedding options. Dining is only on a request basis and cannot be confirmed, and is at the cruise line's discretion.

Required Documentation: MyTA4Life recommends a passport (in some cases a visa also) for **all** passengers on the Vacation. It is important that you check with the applicable Travel vendor to determine which type of identification is required and also visit the U.S. State Department website at http://travel.state.gov/travel/travel_1744.html for more details regarding the applicable government regulations. A passport is required for all international travel including flights between the U.S. and Canada and for Hawaii sailings on Norwegian Cruise Lines. If a passport is not required, an original or certified copy of a birth certificate plus a valid photo identification card issued by a government agency is required. You must bring proof of citizenship and photo identification. A voter registration card or Social Security Card **is not** considered to be proof of citizenship. Children under 16 years of age do not require a picture ID. For Non-U.S. citizens a valid passport and in some cases a visa may be required. If applicable an original copy of your alien registration card (green card) may be required along with any other documentation required by the countries listed on the itinerary.

Remember to Pre-Register with the applicable cruise line: Please print this e-mail and record your confirmation number in order to pre-register for the Vacation. Pre-registration must be completed for all passengers online or via fax prior to the Vacation.

Airfare: Air transportation sold by a cruise line to and from the port city is not included in the purchase of the cruise but may be purchased separately from the cruise. Airfare can be added by calling Customer Service or contacting a Cruise Specialist. Air availability cannot be guaranteed at time of booking unless otherwise confirmed by MyMyTA4Life.

Final Payment: The final payment will be deducted automatically by MyMyTA4Life.com. up to 7 business days before any third party provider's (*i.e.* cruise line) final payment due date in accordance with their policies and using the financial information and card provided by you at the time of purchase/booking and as used for the deposit. MyTA4Life or third party providers may accept all major credit cards, as well as cash, checks (personal checks are only accepted 90 days or more prior to the travel date), certified checks and money orders.

CONFIRMATION LETTER



CONFIRMATION LETTER (cont)

(cont.) The Cruise Line Ltd. must be contacted at least 10 days prior to the final payment due date if the final payment method is to be different than the deposit payment method. If final payment is declined, you will be contacted using the provided contact information however, MyTA4Life cannot be responsible for any changes or cancellations due to late or failed valid and timely payment. **FINAL PAYMENT DATES ARE STRICTLY ENFORCED** and is listed on your invoice as “date due.”

Changes: MyTA4Life will attempt to accommodate you regarding any changes in the Cruise Vacation such as postponement or deviation from any scheduled sailing or port of call. Please note that per person charges may be applied by both the third party provider and MyMyTA4Life.com. Please allow three (3) business days for processing any changes and note that fares may increase for changes made after the tickets and/or documents are issued. No changes are considered confirmed unless a modified written confirmation is received; please contact us if you do not receive a written revised confirmation during these 3 business days. Processing issued tickets may take longer. Notify MyTA4Life immediately if changes or corrections are required.

Cancellation: Each third party provider has individual cancellation policies and respective penalties. It is important that you review such policies and penalties. Upon cancellation, you are required to accurately complete and send a cancellation form and fee to agentsupport@myMyTA4Life.com. No cancellations will be processed without prior written approval. You should confirm our receipt of such cancellation form. You assume full responsibility for any fees occurred while cancellations are processed and any additional third party providers fees. Our policy is to retain 10% of the total Cruise Vacation price to be applied to a future cruise plus any third party providers' penalties. Such credit must be applied to a future cruise that is equal or greater to the total value of the canceled Vacation and to be purchased with us and has completed sailing within 12 months of the cancellation date. Such credit is non-transferable and is to be used only by the original canceling passengers.

Travel Insurance: Travel Insurance is strongly recommended! Travel insurance provides protection for the traveler in the event that the trip is cancelled due to certain circumstances and also protection in the event of most medical emergencies, and in some instances, pre-existing medical conditions (for specific inclusions/exclusions, please contact MyTA4Life for details).

Please remember that it is your responsibility to arrive at the cruise ship or vacation (and airport if applicable) on a timely basis. For further information and additional terms and conditions please access our website at www.MyMyTA4Life.com or contact your MyMyTA4Life's cruise specialist or its Customer Service department at 1-800-470-6545 or via email (agentsupport@myMyTA4Life.com). In addition, please visit all providers (cruise lines, air, insurance, etc.) websites and brochures for additional information and their policies including penalties.

Thank you again for choosing MyMyTA4Life for your vacation experience,

Travel Safe,

YOUR NAME

SALES AND MARKETING

Sales and Marketing

This section has many sales techniques, scripts, and ideas that you can use to become a better agent. These have been used by us personally, so we know they work. The best advice we can give you is to be “real” with your potential client, give them good service, and treat them as you would like to be treated. But most of... **HAVE FUN!!**

Qualifying

PROBE the client for their needs on this vacation, **LISTEN** to answers, **PROBE** further, **LISTEN** and take notes for use later in recommendation and close.

- What type of vacations have you taken before before?
- Who will be joining you on this vacation?
- How many days would you like to vacation?
- What place interests you the most?
- When would you like to vacation?
- Where would you like to depart from?
- What type of cabin or room would you like?
- Are you a member of the military (or retired), over 55, or an airline employee?



Sales Pitch Structure

- You can build credibility and discourage objections later on in pitch.
- Make sure to have Name, Telephone (day & evening), and Email
- One of the first and largest Travel sites on the internet.
- Tremendous amount of volume – so our prices are the lowest!
- Specialize in Travel vacations and arrangements only – we know our product!



Quoting and Recommending

- Take the qualifying information and apply to all the different values the cruise offers
- “Great News! I found you an outstanding value that’s available!” Stress how your experience, effort, and your resources helped find them this value.
- Based on your needs, I’m recommending ____.
- I picked this choice because of the ____, ____, and ____.
- Give specific benefits that match their needs
- Be very descriptive in discussing benefits that are similar to their wants/needs.
- Be excited because you found the perfect vacation for them.
- Remind them how much their partner/family will love them for this.

The Close

- **Ask for the Money!**
- If they are not objecting, ask for the money!
- If they agree with anything you say, ask for the money!
- Which credit card would you like to use?
- Would you like to pay in full, or just make a deposit?

*****If no sale, set up an appointment within 24 hours (you will call them).*****



SALES AND MARKETING

Pick up your Phone - 8 Meaningful Conversations a Day

We feel having just 8 simple conversations a day will make your business 10x more successful! The more you talk about it, the more you get comfortable with it, and in turn are able to sell more and be of value to your clients.

What is a “Meaningful Conversation?” - These conversations range from talking about a future cruise, why they have not booked with your agency, appointment for a future conversation to making a booking, or anything that relates to travel in their life.

Develop Rapport: People buy from people they like. From your group of potential clients, you should have information on the prospect. Bring up a past cruise they did. Did they celebrate a birthday or anniversary recently? Do they have a trip they have always wanted to take and just haven't.

Relationship Selling: Developing a strong relationship is essential to capturing future business! Enter notes into the database for future conversations. Is your prospect a football fan, will they only sail in a balcony, do they have children?

Are they on your email list for promotions? If not, ask if you can add them to your list!

Example of potential clients to call.

- Local businesses and corporations
- Local Church and Religious Groups
- Local Poker, Bridge and Scrapbooking Groups
- Dance, Music and Wedding companies
- Anybody in a group who may want to cruise

SALES AND MARKETING

Introduction to the Sales Pitch - Easy steps to follow to help you get the process and conversations started. What this does help build credibility and discourage objections later on in pitch.

Also:

- Reconfirm their Name, Phone (day & eve) & Email
- Make sure they have your & our Name, Phone & Email
- Tremendous amount of volume – so our rates are the lowest in the industry
- We are experts in the industry

Example of opening statement:

1. Hello Mary, my name is Tom Jones, I'm responding to your request which you sent us at our website about going on a vacation. Just so you know, our agency deals with all major cruise lines and land package companies, we do a tremendous amount of volume, so you are guaranteed to get the lowest rates in the industry.

Let me give you my name and number. It's Tom Jones at 1-555-555-555. Just to double check, I have your name as ____, your phone number as ____, and your email as ____. Are these the best ways to reach you?

OR

2. Hello Mary, my name is Tom Jones. You sent us a request through our website about going on a cruise. I am with MyMyTA4Life and we specialize in vacations. Our agency deals with all major cruise lines and land packages and we do a tremendous amount of volume, so you are guaranteed to get the lowest rates in the industry.

Just a reminder, my name is Tom Jones and my phone number is 1-555-555-5555. The name and phone number I have is ____.

NOTE: The object of this introduction is to make them feel comfortable and to remind them that you are a vacation specialist, you are responding to their desire to go on a vacation.

Always mention that we are leaders in the vacation industry and that booking through us will enable them to get the lowest cruise and land vacation prices.

If they start to speak let them talk and do not interrupt them because they might have something very valuable to say. After they finish talking, then you can continue your opening statement.

Get them talking first! The more you talk, the more information they will give you, so let them tell you what they need.

SALES AND MARKETING

Contact Letter - Example

• • • • •
Hello _____,

I would like to take the time to introduce myself and to personally thank you for filling out our vacation quote form on the internet. I received your quote and would love the opportunity to gain your business.

MyMyTA4Life is one of the fastest growing travel agencies in the country. We have also been awarded “Cruise Agency of the Year” by Carnival, Royal Caribbean and Celebrity Cruises. We are also an elite status agency with Princess, Holland, and Norwegian Cruise Lines. This entitles us to lower rates than published on the internet as well as extra perks for our clients. We also guarantee the best prices and will match or beat any price you might already have.

As an agent for MyMyTA4Life, I strive to get you the best rate, courtesy upgrades and will give you excellent customer service! If you would not mind answering some questions for me so I can be guaranteed to find the lowest possible rate for you, I would greatly appreciate your time.

What type of vacation are you interested in taking?

How many people are sailing, and is anyone 55 or older?

What type of room or cabin are you interested in?

Have you seen a vacation you like to try? if so, what type of prices did you find?

By the way, if you have already booked a cruise and are still outside of the 75 day deadline for full payment – please contact me as soon as possible to give me the opportunity to save you more on your cruise.

Thank you so much for your time and if you would prefer to call me, to ask any questions you might have I would love to help. Please call me at 800-XXX-XXXX. I would love to get you the lowest price for your cruise or land vacation. I hope to hear from you soon!

Thank you and have a great day!

Your Name

www.myMyTA4Life.com/yourname

800-XXX-XXXX

email

SALES AND MARKETING

Qualifying the Client

Qualifying the client is a very important step in the sales process. It is very important to understand what your client's needs are as well as their likes and dislikes. The more time you spend on the phone with them will heighten the opportunity for you to make your sale. Remember that the more time they spend on the phone with you, will probably mean the less time they spend on the phone with one of your competitors.

NOTE: You are the expert; you must take control of the conversation.

If your client knows the ship or land package and date, then your objective becomes a little different from that of a client which knows absolutely nothing. If they know what they want, then it's all about the price.

You need to know the following:

- How many people are in the party
- The type of cabin or room they are looking for
- If they are past passengers
- Price they were quoted and where they got the rate
- Ask if their quote includes port charges and taxes

That is all you need to know. At the point they give you the price, what you should ask them is:

If I beat that rate, or if my rate is the same and I can give you extra amenities, can I earn your business?

This is important to say because when you beat their rate and give them extra amenities, you want to be able to remind them that they made a commitment to you.

If they do not know the ship or land package, they are looking for, you probably know more than them, you are the Travel expert.

You need to ask them the following questions:

How many people are traveling – This is important because if there are more than two people and they want more than 2 or 3 in a cabin or room, the availability becomes an issue. You need to let them know that the cabins and rooms with 3 and 4 people in them are the first to be booked. If they want cabins or rooms that are next to each other, there may be availability problems as well.

Are they past passengers – This is important because there might be past passenger promotions. Ask them what previous vacations they have been on. This will give you an idea as to how much they spend on their vacations.

What type of cabin or room they are interested in – They have options of Suites, Balconies, Ocean view staterooms, or Interior staterooms.

Do they have a preference of cruise line or land packages – Perhaps someone has recommended a specific cruise line to them that you can work with.

SALES AND MARKETING

cont...

NEVER SAY A BAD THING ABOUT ANY VACATION OR CRUISE BECAUSE YOU MIGHT NEED TO PUT THAT PERSON ON THAT CRUISE OR VACATION. THIS IS SALES, NEVER SAY ANYTHING NEGATIVE.

What particular destination or itineraries they are interested in – Regardless of what they say, always tell them that people love that destination and it is very popular.

What dates they are willing to go on the cruise – Based on their response, you should subtly mention that you just looked up that date of vacations and it is going fast. Do not be negative. If it's a date during:

January - Colleges are still on break, so January becomes a popular time for people that have children in college.

February to April - Availability always low because of mid winter recess and spring break.

May to August - Availability always low because of summertime.

September to October - School is back in session, it is very popular time for people that do not have children.

November to December - Holiday seasons, people always book these cruises at least a year in advance and availability is always difficult.

Note: It's very important to give a response when they give you a date because this will help you close later on using the scarcity or low availability close. This will create the urgency you need to get the deposit. You need to let them know that they need to act fast.

Ask them how they got so lucky to be in charge of putting this vacation together – The purpose of this is to find out who is the real decision maker. This way you will know the proper person to which you should be speaking and from which to get the deposit.

You can also ask who has told them about the cruise vacation – The reason for this is because if their mother/sister/family member/friend etc. told them, it gives the whole vacation experience credibility that someone they trust likes that vacation. Later on in the conversation you can always mention to them that their mother thought this vacation was great and you will too.

Ask what type of price range they are looking to spend – If they respond why you are asking that question or the cheapest possible, you should say that you want to make sure that you find a room or a cabin that is within their budget and not get something way too cheap or way too expensive.

Ask if there are any specific activities that they would like to do while on vacation – Regardless of their answer, every vacation will have an activity that will fit their needs. You need to know this so when you find them a vacation, you can mention the activity they wanted.

You should end this part by restating what they are looking for. Then say:

If I can find you a vacation that can fit your family's needs and fits your budget, would you be willing to put down a deposit today?

The reason you should say this is because, just like the airlines, what is available today might not be available tomorrow.

SALES AND MARKETING

Quoting & Recommending

At this point, you should be on our booking software researching your client's price. You should confirm the rate and get a booking number. See how many cabins or rooms are available in that particular category. If it is a limited amount, grab the remaining cabins or rooms.

Sometimes you may want to call the client with the cruise line or land company on the phone. This builds credibility and if they have questions, you can answer them directly with the vacation vendors line's help. You can tell the client that the availability is tight and therefore you have the cruise line on the phone, it also saves time.

You should say one of the following statements:

- *Great news, we have a special on this itinerary*
- *You are in luck; there are some cabins available at a special discounted rate*
- *I found an awesome deal for you*
- *Great news, right now I can grab a cabin or room but they are filling up quickly*

Then you mention that the vacation vendor only wants a deposit of \$___ and say:

This will secure the low rate and guarantee you and your family the cruise that you have been looking for.

Communicate to the client that you have found a vacation and itinerary that you believe matches their needs because of ____, ____, ____. Support specific benefits which meet the needs the client mentioned earlier, during the qualifying stage.

Note: Remember to sell benefits and to use emotional, visual, and auditory power selling words (*Fine Dining, Quality Service, White Sandy Beaches, and Great fun for children*)

Choose a benefit which matches the client's needs. For example:

Feature: Balcony

Benefits: A romantic, private breakfast overlooking the soothing blue ocean, celebrate with your friends on your own private balcony, marvel at glaciers without having to go up on deck.

- Discourage new inquiries.
- Stick to what you have found for them.
- You do not want to open up a Pandora's Box.

Communicate that "*Our Agency has a special promotional rate*" to the client, and compare to the brochure rate, emphasizing the SAVINGS! Note that you quote the BEST MyMyTA4Life price right up front because we value our client's time and money.

ONCE THE CLIENT SAYS ONE POSITIVE THING, SUCH AS:

"That sounds good" or "My family would love that" or "That's what I'm looking for"

YOU MUST THEN ASK THE CLIENT THE NAMES OF THE PASSENGERS, THE BIRTH DATES, AND IF THEY ARE GOING TO USE A MASTER CARD OR VISA TO MAKE THE DEPOSIT

CLOSE THEM RIGHT THERE!

SALES AND MARKETING

Closing the Deal

Close the sale by asking for the business and obtaining a deposit on a cabin. Suggested strategies for closing the sale include:

Choice Close

Summarize two dates or two types of cabins on a one ship (after you have made recommendations and explained the benefits) and ask the client to make a choice. For example: *Would you like to book the balcony or ocean view stateroom? Or Would you like to go on the 14th or the 21st?*

Assumptive Close

Assume the client called you in order to arrange a vacation, and thus (if you have qualified correctly and found a product which meets their needs) is ready to purchase. For example: *How would you like to pay for your deposit, MasterCard or Visa?*

Credit Card Close

After a series of yes's or agreeable statements you ask:

Which credit card would you like to use to make your deposit today? The vendor (Apple, Sandals, Carnival, Royal Caribbean etc) accepts Visa, MasterCard, and American Express etc.

Scarcity Close

The scarcity close is often appropriate and highly effective. Communicate the limited availability on the cruise – i.e. limited number of cabins in a category or limited time for that price. For example:

Currently there are only two rooms or cabins left in this category

Four out of six categories are sold out; this sailing is almost completely booked. I strongly recommend that you place a deposit right away.

This special from our agency cannot be guaranteed without a deposit.

Caution: Honesty is important, phrase scarcity appropriately – Do not be dishonest with the client. Likewise, it is also very important to let the client know that price and availability will likely change for the worse!

Emotional Close

Stress reasons for going on the cruise that appeals to the client's emotions. For example:

Stress-free relaxation is what you will experience on this cruise vacation. How does that sound to you?

Blame Close

Blame the cruise line for the requested deposit. For example:

The vacation vendor requires a deposit to ensure a reservation. What credit card would you like to use in order reserve your room or cabin?

Luxury Close

Let the client know they deserve a luxurious, pampering vacation. For example:

You deserve it... It's your honeymoon,

You deserve it... You work really hard.

What credit card would you like to use to make your deposit?

Note: If you do not attempt to close the sale by asking for the client's business (i.e. credit card) you are doing the customer an injustice (as well as foregoing a possible sale). If the client is not given the opportunity to make a deposit on a cabin, the cabin may very well not be available at a later time, or the price will likely be higher!

IF THE CLIENT IS NOT READY TO BOOK, YOU MUST MAKE THEM UNDERSTAND THAT MAKING THE RESERVATION ASAP IS VERY IMPORTANT.

SET UP AN APPOINTMENT SO THEY ARE COMMITTED TO TALKING TO YOU AGAIN.

SALES AND MARKETING

Overcome Sales Objections

Have to talk to my spouse

A lot of customers ask to do that. You should set up an appointment to speak with both of them so that you can discuss the cruise and answer any questions for both of them. Even if you need to call them at night you are better off doing that than waiting until the next day. A sales person always finds time to make another sale.

Too much money

- Explain that for \$____ they are getting 3+ meals, “hotel-like” accommodations, state of the art transportation to exotic ports of call, and world class entertainment.
- An unmatched value! Emphasize the low deposit requirements.

Seasickness

- The newer ships have a stabilizer which greatly diminishes the movement felt on the ship; however, if still concerned there are a few steps that can be taken to insure the smoothest ride.
- Today’s mega ships are much larger than older, traditional ships and thus motion is significantly reduced.
- A cabin on a lower deck and as far as mid-ship as possible will help minimize seasickness as this is the most stable area on the ship.
- The moderation of alcohol consumption while on board will minimize the risk of seasickness.
- The client’s doctor or pharmacist can provide other options, such as prescription medications to reduce or prevent motion discomfort.
- Over-the-counter motion sickness medications are available (such as Dramamine).
- Some passengers swear by “Seabands” which may be purchased once on board the ship.
- If your client is older, let them know that motion sickness goes down with age and experience on similar type vessels.
- Itineraries within the Caribbean, Alaska, and the Mediterranean usually have very calm waters.

Boredom

- There is everything that the client would do on a land-based vacation or on a cruise ship. Some of the things available which are included in the price:
- Visiting new and exotic ports of call – without packing and unpacking.
- Scheduled tours able to be booked on the ship.
- Casinos
- Shows – Broadway style, Las Vegas Style, dancers, comedy shows, singers.
- Dance Clubs & Live music lounges.
- Choice of dining – dining room meals, 24-hour room service
- Relaxing in the sun by the pool listening to music.
- Water sports at the most exotic ports of call in the world.

SALES AND MARKETING

Top Ten Sales Tips

Personalize

- Use customer's name, break the ice, get personal, use humor.

Promptness

- Respond to web quotes ASAP. Return calls, give rates and answers ASAP.

Enthusiasm

- Smile, be positive, get your client excited about their vacation!

Qualify Fully – All Needs

- Control conversation and get the facts (who, what, where, when, air, number passengers, etc).
- Find out customer's likes and dislikes.
- Ask subjective and open ended questions

Listen

- Pay attention, hear, understand, and read "between the lines"
- Acknowledge and re-affirm customer's comments. Listen for the client's real needs!

Recommend

- You are the expert! Give ONE choice (max two if very similar).
- Base recommendations on particular needs of that client.
- Support recommendation with specific benefit examples matching customer's needs.

Up Sell / Add On

- Give your client the product and category they really want and deserve.
- Don't assume they want the cheapest. What else do they need (hotel, insurance, air deviation)

Always Ask for Deposit / Close

- You can't get the sale if you don't ask!
- Practice and know all of the closing strategies – you never know which one you will need.

Scarcity / Urgency

- Never end call without explaining that prices can go up at any time and likely will.
- Customer will be mad at you if you did not advise about price risk!

Sell Yourself and The Cruise Line Ltd.

- You know cruising! You care! You are their personal specialist.
- We are an Elite Agency, guaranteeing lowest rates,

TRAVEL INSURANCE

Why do I need travel insurance?

MyMyTA4Life wants this to be the best vacation of your life. We want to make sure you have nothing but a great experience and no worries. MyMyTA4Life understand that your vacation can take a year to save for, but only a second to ruin. While you can't do anything to prevent an unexpected storm from closing the airport, you can do something to help cover your investment—buy travel insurance. Whether traveling to Cancun for vacation, participating in a business seminar, or just venturing away from home, you need 24-hour coverage and assistance.

MyMyTA4Life offers several different insurance packages.

VENDOR Travel insurance: All major Cruise Lines, Tour Operators, Land Vacations all offer their own vendor insurance plan. The vendor insurance is the limited to the specific vendors travel arrangements. The air, hotel, etc will not be covered by vendor insurance. Vendor insurance **ONLY** covers the vendors booking. The vendor insurance is usually based on cabin cost and not age. Some clients prefer all of their booking including insurance be with the same vendor regardless of insurance pricing. Other client will be more concern with insurance pricing, and will ask us for an alternative insurance company. In that situation we offer Travel Guard as an alternative.

Travel Guard offers insurance plans designed to cover travelers worldwide. Travel Guard pricing is age based to determine premiums. Travel Guard Plans can cover all travel arrangements regardless of what vendor is used for their travel arrangement. Travel guard offers include valuable medical coverage, trip interruption, emergency travel services and more.

Travel Guard specializes in providing innovative travel insurance, assistance and emergency travel service plans for millions of travelers and thousands of companies throughout the world. Our plans include comprehensive coverage for trip cancellation, trip interruption, trip delay, medical expenses and more.

Most plans also include Travel Guard's 24/7 customer service with a personal touch through our World Service Center. By owning and operating our own network of assistance companies, we ensure the highest quality in:

- Travel medical assistance
- Worldwide Travel Assistance
- Concierge services

GROUP TRAVEL

There Are Many Different Types of Groups:

Affinity Groups

- Core group of prospects that has a common bond, relationship or goal.
- More successful type of group. The ship, sail date and price are generally not factors that drive prospects to book this group.
- Very little marketing dollars are needed to promote this group; maybe a personalized brochure or flyer is all you will need.
- Affinity group will fund entire deposit, no expense for the agency.

Always Open Groups

- You have 2 couples that come into your agency and want to travel together on the same date; block group space and ask them if they have any other friends, family or co-workers that would like to travel with them...
GROUP DISCOUNT!

Incentive Groups

- Corporate accounts may use “travel” for an incentive to reward their employees, customers, distributors, etc. for increasing sales or performance with selling a particular products or service.
- Companies may also have other incentives needs i.e. improved safety records, perfect attendance records, short call-hold-times for call centers, signing bonuses.
- Most profitable type of groups
 - Generally buy high-end space
 - Generally the corporation will pay for everyone with one check
 - Generally they will purchase value added extra for group i.e. Fun Ship Dollars

Meetings-At-Sea

- The majority of the companies think holding a meeting or annual convention on a ship would be out of their budget range. The things they don't consider is
 - All the meals are included
 - Entertainment
 - No extra cost for meeting rooms

The savings add up and when compared to land meeting, a large majority of the time it beats the per person price of a land meeting by hundreds of dollars!

Equipment will be provided compliments of the cruise lines.

GROUP TRAVEL

Group Ideas To Get You Started:

Apartment Home Communities • Associations Bachelorette Party at Sea • Bank Travel Clubs Bowling Leagues • Chamber of Commerce • Charities/Not-for-profit organizations • Churches Clubs • Colleges (reunion Cruise) • Community Centers/Park Districts • Condo Associations Corporate Employee Benefit Programs/Incentives • Country Club (golf group) • Credit Unions Dance Group • Entertainer • Family Reunions • Friends/Couples • Fund Raising • Garden Club Gourmet Club • Health Spa • Hospitals • Lecturers • Meetings at Sea • Mother/Daughter Cruise • Past group leaders • Radio • Restaurant • Senior Group • Spa Weekends for Girls Special Interest Group • Sports Team • Wedding At Sea

Top 7 Groups in the U.S.

Senior

Church Group

Civic Groups

Employee Retirees

Bank Travel Clubs

Residential Communities for Retirees

Corporate Incentive Groups

GROUP TRAVEL

Top Ten Tips When Selling Groups

1. Always book your groups early to get the best rates, ships, and itineraries.
2. Start promoting your group as soon as you block it! Don't let it sit there for 30 days!
3. Mark your calendar to make sure you make the initial deposit. Don't let your option drop! The rate could be higher when you go to re-book!
4. Collect the full deposit per person at the time of deposit instead of the \$25 required by cruise line. The full deposit amount varies depending on cruise length. This makes your second payment easier to collect!
5. Move the "due date" by a week to 10 days. If our contact says final payment due to cruise line on Feb. 1st, make payment due to you by Jan. 22nd to avoid last min chaos!
6. Offer an incentive to your clients to book early- dollars off, champagne in cabin, pre-night at local hotel, complimentary insurance. Stick to your guns! Otherwise you condition them to wait and they will get the deal.
7. Automatically include insurance of some type. If your clients decline it, get it in writing!
8. Don't miss your payment /option dates! Remember cruise line reserve the right to cancel any space that is not deposited in full!
9. Promote your space as much as you can. Sell scarcity! Cruise lines reserves the right to recall any unsold space at anytime! Deposited or not!
10. Book now for fall, winter, and Alaska.

GROUP TRAVEL - TOUR CONDUCTORS

Tour Conductors

You must block at least 8 cabins in order to open a group, even if you don't plan on selling all 8 cabins.

Free berths are earned as you sell cabins. Usually, you will earn 1 free cruise berth for every 15 full fare guests. Divide the total number of the first and second guests by 16 to figure the number of free berths earned. *Third and fourth guest in a cabin don't count toward free berths.* There is no maximum amount of free berths that you can earn. Free berths must pay non-commissionable charges and taxes; air is not included in the free berths earned.

Reduced tour conductors are available, for example 1 for 10 or 1 for 8, as long as the fun points for the amenities are offered on the sailing. Ask the Group Sales Agent to assist you with the point values and the minimum stateroom requirements.

Regular commission levels apply. The level of commission you receive depends on your previous year's production. Your Business Development Manager evaluates your agency's productivity, and requests to increase or decrease the commission based on that evaluation. Each request to change the commission level is then submitted to the Marketing Department, and the change is then made in the agency file.

AMENITIES PROGRAM: On MANY dates throughout the year; you can get our special Amenities program for your groups. Please see the attached list of goodies.

DEPOSITS: Typically the deposit is \$25/per person is due 30 days after booking in order to hold space. Usually the cruise line only requires \$25 per person as the initial deposit; we strongly recommend that you collect a minimum of a \$100 per person for this first deposit. Please note that Group Agent will review the deposit options at the time of booking as there are exceptions to the general deposit policy. For suites, the initial and second deposits are due at the first deposits due date. There may be other exceptions depending on the class of ship. Please make sure that you review this with the Group Agent so you have a full understanding of the deposits required for your group.

GROUP TRAVEL - CHARITY

“Cruising For Charity”

A Unique Fund-Raising Event (For Non-Profit Organizations Only)

In today's times it has become increasingly difficult for non-profit and charitable organizations to raise meaningful funds. With so many special interest groups and projects that need funding, it seems as though someone is always looking to you to help support their particular effort. Of course it is impossible to give to everyone. However you can be very instrumental in helping any of these organizations reach and exceed their needs in a new unique and fun way. Everyone loves to travel. Most people dream of taking a cruise. Why not combine the two with a fresh new approach to raising funds?

Cruising for Charity- with this program everyone is a Winner

- The Charity can raise thousands of dollars
- Participants can cruise & feel good about supporting the organization
- You and your agency will be visible and pro-active in the community
- The cruise lines get a group & exposure to the first time cruise market

THIS PROGRAM CAN BE USED FOR NON_PROFIT ORGANIZATIONS ONLY! The fundraiser amenity must be selected.

Phase #1

Blocking and Promotion of the Group Departure

Selection and promotion of a cruise departure should be based on the type of organization you are working with. If they are smaller less visible organization or are getting most of their support from individuals (rather than corporate support) then a shorter less expensive cruise is more appropriate. If the organization is very visible in the community and supported by some of the larger corporations and upper income people in the community then a longer cruise would work as well.

Phase #2

Raffle for Free Cruise(s) Promotion

This second phase can be the most successful and lucrative for the organization. The amount of money they can raise really depends on how they approach the community to market free cruises. This phase can raise thousands of dollars depending on exposure.

Details on How The Fund-Raising Promotion Works!

The example used for this exercise will be a 5-day sailing on the Inspiration from Tampa. Your proposal should use an example like this based on the needs of the organization.

Phase # 1 Group promotion (Timeframe 4-6 months)

Using the inspiration pricing for Oct. 2013 the group rates would be :

Category	Group Rates (PP)	Charity Selling Price (PP)	Brochure Rates
4A Inside	\$409	\$434	\$1049
6A Oceanview	\$469	\$494	\$1149

The group rates are marked up by \$25 pp to be given to the charity. If they market the cruise, as a fund-raiser with the mark-up Cruise Lines will match the mark up in a donation to the organization after group sails. Cruise Lines will match \$5.00 per person, per day. For instance, on a 5 day cruise, Carnival will match $\$5 \times 2$ (for two people) = $\$10 \times 5$ days = $\$50.00$ (\$25.00 per person) total match option.

GROUP TRAVEL - CHARITY

In addition the organization will earn free berths on how many cruisers they sell. These frees can be sold or raffled to raise additional money. For example being used we were offering 1 free for 8. This means that for every 5 cabins sold (based on two people per cabin) one person would go free (the 9th cruise fare is free, government fees and taxes are the only charge).

In order to understand what kind of money could be raised assume that the charity sold 27- Cabins in Oct. 2004. 27 cabins =54 people

54 x \$25= \$1350 (Mark up on group rate)

54 x \$25 = \$1350 (Matching Cruise Line Contribution)

\$2700 Total from Phase #1

In addition since they sold 54 Guests they have earned “6” Free Berths or (3) Free Cabins which they can re-sell or raffle.

Phase #2 Raffle for Free Cruise for “2” Promotion

(Timeframe: To be completed 75- days prior to group departure)

The Organization has earned (3) free cabins as a result of the first phase pf this promotion. It is suggested they used those free cabins as follows:

Cabin #1: Raffled off through a sale of raffle tickets

Cabin #2: used as an incentive to the person(s) who sell the most cruises during phase #1 of the fundraising promotion.

Cabin #3: used as an incentive to the person(s) who sells the mot raffle tickets.

This 2nd phase of the fundraising promotion should raise between \$5,000 and 10,000 or more additional dollars for the organization based on the selling price and number of raffle tickets sold.

Results of Combination of Both Phase #1 & Phase #2

As you can see the promotion could earn as much as \$10,000+ or more based on the size of the group, length of the cruise and raffle tickets sales.

This is a modest example and could be much more dramatic based on the organization ability to get a real team effort to get the promotion out to the community. Corporate sponsors are a great way to help them get the exposure needed for success.

Cruise Line will provide a variety of promotional aids (at no charge) to assist with the promotion. All collateral items and door prizes can be ordered thought Business Development Services. (Letterhead, Postcards, Posters, Shells, Flyers, and Door Prizes)

*When setting up initial plans and promotions remember that the longer you have to organize and promote this event the better.

Suggested Promotional Time Frame

1. Planning Phase (30-60 days)
2. Group Promotion Phase (4-6 Months)
3. Raffle Phase (30-60 Days)
4. All Phases need to be completed 75 Days prior to group departure.

GROUP TRAVEL - CHARITY

How Do I Get Started? - Take Your Time and Do It RIGHT

This program is conducted in two distinct phases. In order to be successful, these phases must not be run at the same time. Follow the step-by-step process to set-up and operate a successful fund-raising event.

Step #1

Read this program over several times and be sure you have a good understanding of how everything works before approaching an non-profit organization.

Step #2

Identify and qualify the non-profit organization you wish to approach. Knowing about the organization helps you understand their needs and shows you have their best interest at heart.

- Research the organization (know all about their causes)
- Find out who is the KEY contact (Individual or Committee)
- Send an introduction letter and proposal (to all KEY contacts)
- Follow up with a call about a week after mailing the introduction and proposal letter. (Try and arrange a meeting with the decision makers)
- When the organization wants to conduct a meeting be sure to make up kits with sample promotional materials and information as a leave behind.
- Go over the program with them slowly making sure they see all the potential and understanding each step. (Don't talk too fast. Take the time to explain each step and let them ask questions so you are sure they understand the program)

Step #3

Block the group space at least 10 months prior to sailing. (This allows plenty of time for planning and implementing both phases of the program with minimal pressure or stress on everyone.)

Step # 4

Planning and implementing of Phase #1 and #2 (Both Phases of the promotion should be planned with in 30-days of the original booking)

Fundraising Criteria

- "Contribution check, based on actual number of staterooms sailed, will be made payable to the non-profit organization and mailed c/o the travel agency after sailing
- Proof of fundraiser must be submitted in order for a contribution check to be paid.
- If the group marks up the cruise to cover fundraiser, a signed credit card authorization must be submitted for any stateroom charged in excess of the cruise fare.

GROUP TRAVEL

“Follow the Plan”

Customized Group Flyers

All Cruise Lines have an exciting new tool to assist you with your group promotions. They will customize special flyers for your agency.

The flyers will include:

- Your agency information
- Ship itinerary (complete with itinerary map)
- Group name (if applicable)
- Group pricing
- Group date

Your group flyer, if customized online using the cruising lines programs, will be available immediately to save, print, or e-mail.

Most flyers will be in PDF file. You must have Adobe Reader to open the file. You can download the Reader free from their web site.

Open Bar and Wine Program

Carnival’s “Sail & Sign Open Bar and Wine Program” provides a convenient option to clients that wish to enhance their incentive program, as well as to budget and plan their cruise experience. This program is only available for corporate or incentive groups (The program doesn’t apply to individual reservation booking).

Open bar wine program includes open bar and wine at dinner.

Open Bar and Wine Program will include all beers, malt beverages, liquors, and non-alcoholic beverages Prices depends on cruise line.

- A selection of fine wines by the glass consisting of sparkling wine, white zinfandel, white wine, and red wine will be offered at all bar locations.
- All bottled wines served in the Main Dining Room with dinner will be selected at the discretion of Carnival Cruise Lines with both red and white wines being offered each night.
- Open Bar and Wine Program is exclusive of drinks, and wine by the glass other than those offered in the program; souvenir glass drinks; bottle sales of liquor, wine, and/or champagne, large bottles of water; in-cabin mini bars and/or any other in-cabin beverage program; drinks ordered through room service; cigars; cookbooks and/or bar books; food items; and any retail purchases or services charges.
- Two Sail & Sign Cards will be issued to each guest. A standard Sail & Sign Card will be issued to all group members and will be processed as per our established procedure. The second specialty “Sign & Sail Open Bar Card” will include guest’s name, will indicate “For Beverages Only” and will be in each of the group guests’ cabins upon arrival.
- All guests traveling with group must sign up for Open Bar Wine Program. There are no exclusions, other than minors.
- The Group department must have signed contract in house in order to process the open bar program.

Terms and conditions apply to this program. Please work directly with the Special Service area of the Group Department if your incentive/corporate group qualifies for this program.

GROUP TRAVEL

Amenity Points

Amenity Points and Flex-Pricing • Choose your points... choose your price!

Amenity Points allow you to combine and preferred group rates with the amenities that you need to make your program work or to take advantage of an even lower rate without amenities. Amenity Points allow you the flexibility to choose the price and amenities that fit your needs. Here's how it works:

Each sailing has a specific number of suggested Amenity Points available (between 0 and 12) for group bookings (Amenity Points are subject to change and depend on inventory availability).

1. Use suggested Amenity Points: Choose amenities until you use up all our points. With this option, you will be able to take advantage of our menu of amenity selection and discounted group pricing.
2. Choose the lowest price: If your group wants the lowest group rate available, ask group sales department for the no-amenities rate. If Amenity Points apply on the sailing, the rate will be reduced.
3. Choose just what you need: Select only the amenities that you need for your group and reduce the price of the cruise by giving some of your suggested Amenity Points.
4. Choose more amenities: Additional Amenity Points can usually be "bought" Tell the group res agent which amenities you need, and we will calculate their point value and quote a new (higher) group price including the extra amenities.

Here's an example of each choice showing the effects of pricing:

Carnival Triumph 7 Day Cruise – 6 suggested Fun Points with 4A at \$599 include NCF

1. Use the six suggested points- RATE \$599, POINTS: 6 Champagne and Chocolates (1pt), \$100 per stateroom on board credit (4 pts), Shared Cocktail Party (1pt)
2. Choose the lowest price: - RATE \$557, Points: 0 No Amenities
3. Choose just what you need – RATE \$571 POINTS 1: Private cocktail party (2pts)
4. Choose more amenities to meet your needs- RATE \$641, Points: 12 Champagne & Chocolates (1pt) Bottle of House White Wine (1pt) Private Cocktail Party (2 pt) 1 free for 10 (4pt), \$100 per stateroom on board credit (4 pts).

Amenity Points provide an innovative and exciting approach to group pricing. In addition to group discounts, Amenity Points provide another tool to help you succeed in developing group business.