

WELCOME TO THE GLOBUS FAMILY OF BRANDS TRAVEL UNIVERSITY PROGRAM GROUP SALES

**TRAVEL
UNIVERSITY**

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GLOBUS

COSMOS

GLOBUS
family of brands

MONOGRAMS

AVALON
WATERWAYS

WELCOME TO THE GLOBUS FAMILY OF BRANDS TRAVEL UNIVERSITY PROGRAM ON SELLING GROUP VACATIONS

It's no secret: the more clients you book, the higher your commission will be. When you book a group, you've helped yourself considerably by booking numerous travelers at one time. And when you book a group with the Globus family of brands, the benefits increase exponentially. Our diverse vacation packages ensure that your clients will find the destination and travel style that best suits them. That means repeat customers and referrals for you. Best of all, the Globus family of brands gives you the top commissions in the industry!

PART I: THE BRANDS YOU KNOW AND TRUST

As part of the Globus family of brands, Globus, Cosmos, Monograms, and Avalon Waterways make up one of the largest and certainly the most comprehensive travel organizations in the world. Our vacations are designed to meet the diverse needs of today's travelers. From fully escorted to independent and from premium to value, the Globus family of brands has a vacation for every group. And with more than 80 years of experience, you can rest assured that your clients are in reliable hands.

GLOBUS

For the Escorted Group That Loves Discovery

As the worldwide leader in escorted travel, Globus offers an unrivaled selection of over 400 vacations to more than 70 countries on six continents. With over 80 years of showing travelers the world, we've refined the art of travel — selecting the most intriguing sights around the world, including the most sought-after to the hidden treasures along the way, with the most experienced Tour Directors to reveal the stories behind them. Just as the world is wonderfully diverse, so too are Globus journeys, which offer your groups flexibility, choice, and a pace that best fits the way you want to travel.

COSMOS

For the Value-Seeking Escorted Group

Offering affordable travel packages to the world's most engaging destinations, Cosmos makes travel dreams a reality for value-minded groups who don't want to sacrifice experience. Cosmos is dedicated to creating practical vacation packages that offer enriching experiences domestically and around the globe. Vacations start at as little as \$79 per day! With up to 40 percent free time, Cosmos truly combines the benefits of escorted with more independent-minded travel. For more than four decades, Cosmos has been the travel style of choice for the savvy, practical explorer.

MONOGRAMS

For the Group Seeking More Independent Travel Experiences

When groups travel with Monograms, they experience the freedom of a hassle-free, all-in-one vacation. A new concept in worldwide independent travel, Monograms handles all of the logistics — air and hotel, airport transfers, sightseeing in each city — plus unparalleled free time to pursue personal interests. Monograms also provides the services of a Local Host at the hotel to turn to for guidance on everything from directions and dinner reservations to optional excursions and local favorites. Perfect for travelers visiting a destination for the first time, Monograms makes independent travel simple, so your group is free to have all the fun!

AVALON WATERWAYS

Cruises for Inquisitive Explorers

Avalon Waterways is setting the standard for upscale river and small-ship cruising, sailing on the newest ships on European rivers as well as the Nile, Yangtze, and around the Galápagos Islands. Our staterooms are 15% larger on average than most other river vessels, the majority of them have floor-to-ceiling sliding glass doors, and every stateroom has outside views, ensuring your clients don't miss out on the unique landscapes. Avalon vacations are designed for the North American market and offer a more intimate cruise experience. An Avalon cruise, coupled with Globus first-class land excursions, programs, and hotels, allows groups to truly experience the destinations they visit.

PART II: TOP 5 REASONS TO SELL GROUPS

What is the secret to success for today's top-producing travel agencies? Selling groups! And what's the secret ingredient for successful group producers? Attitude. If you are driven and passionate about selling group travel, your group will respond positively to your hard work and dedication. Embrace the challenge of selling groups and you will reap the rewards! Here are some of the reasons why group travel is a must for your agency:

SELLING GROUPS IS EASY & FUN

Selling groups becomes an easy sale when you partner and work with group leaders ("pied pipers") to create success. The very definition of "group" implies that there are a number of people joined together, and they're usually ready to have fun because of a common interest: the love of travel! Nothing bonds people together like shared travel experiences. Once you and the group leader convince others to join in the fun, you're on your way to increasing your profitability, bottom line, and ability to earn additional travel benefits.

MORE EFFICIENT SALES

Group business maximizes your time. You have one goal in mind with a specific date, itinerary, and destination. The major time investment with your group is up front in securing the group. Once that is set, you can easily set your calendar ahead of the group departure because of one simple reason: all communication surrounding the group (deposits, payments, documents, etc.) is the SAME. You'll maximize your sales in less time! See page 21 for a sample planning timeline and calendar.

EXPONENTIAL GROWTH

How do groups grow? From the group members themselves! Once you have two people who want to go, they decide to invite their friends and family, who end up mentioning the trip to their friends and family...and before you know it, the word has spread and your group has now doubled or tripled in size — and so has the revenue produced by your group!

QUICK WAY TO REACH YOUR GOALS

As your group grows exponentially, so does your commission. The more you sell, the more you earn — with the lucrative revenue stream that a group brings in, you will be sure to see your commission rise as a result. You will not only be rewarded for your work this year, but your commission will be at the same high level the following year, allowing you to start off at the top.

REPEAT & REFERRAL

Based on their positive experience working with you, the members of your group and the group leader will want to work with you for the NEXT group! And they'll want to invite more friends and family to embark on the next journey. Remember that impressions are lasting. The attitude you embrace for your group will affect the results of this group and the potential for future groups.

PART III: WHY BOOK GROUPS WITH THE GLOBUS FAMILY OF BRANDS

GIVE YOUR CLIENTS MORE

Your present and future sales will increase based on a successful group vacation, and the best way to ensure your group has a rewarding experience is to book them with the Globus family of brands. We offer you infinite opportunities to meet the specific travel needs of almost any group.

**97% SATISFACTION
RATING**

— More than —

85%

will travel with us again!

THE BENEFITS

With the Globus family of brands, the magic number to form a group is just eight—a number you can certainly achieve! And with us, group discounts start with just eight passengers! We offer many enticing incentives for groups such as:

GROUP ALLOWANCES/REBATES:

Land: For most of our land vacations, all you need is eight paid passengers to begin receiving generous discounts for the ninth traveler--like 50 percent off the land price!*

River Cruise: Book a group of 9, and one travels for free on select River Cruise departures. Our group allowances grow with your group.

Air: Did you know that group allowance even extends to air? When you book air for 24 or more group passengers, one flies free.

Air Guaranty: To give you time to promote with the best possible pricing, we will guaranty an air quote for ten passengers or more on the same flights, up to 18 months prior to departure. Plus, we'll watch that price—if that fare drops at 330 days, you can count on us to pass along the discount!

Travel Agent Discount: Are you traveling with the group? Additional discounts of 25-50 percent on land may apply if you and a companion travel with the group. Additional discounts of 40-60 percent may apply for Avalon departures. Contact the Groups department to see if you qualify. In addition to discounting your land price, we want to make sure you experience our great options as well—ask us about the 25 percent discount for Travel Agents who accompany their groups on our optional tours.

Group allowances and discounts vary by destination and brand—check our group policies or contact our Groups department for the latest news on great deals for your group!

THE DIFFERENCE

In addition to all that, the Globus family of brands offers your groups an impressive portfolio of vacations, more unique travel experiences, more choice of product, more travel styles, and...

More Selection

Our four distinct brands means your groups get to choose from the broadest range of vacations available—to more than 70 countries worldwide and over 400 itineraries. We also offer more ways to travel than anyone else, plus specialty vacations that are perfect for groups.

More Inclusions

When it comes to the must-see sights, we provide more included features than our nearest competitor. Your groups will enjoy exclusive experiences and special inside visits—and if it's mentioned on our map, we stop or overnight there!

More Quality

We never compromise on hotel quality. Our hotels follow standards set by the Hotel & Travel Index or national tourist boards—and are a cut above the competition!

More Experience

After more than 80 years of showing travelers the world, we enjoy a 97 percent customer satisfaction rating—and that equates to repeat business for you! When you partner with the Globus family of brands, you partner with our unique network of global operators and ground handlers. Tap into our expertise and we can arrange for hard-to-get tickets, special dinners, or behind-the-scenes-access to ensure your group has the experience of a lifetime—something no one else can offer!

More Experienced Tour Directors

Rated highest in the worldwide travel business, nine out of ten Globus customers also rate the Tour Directors the best. They're committed to the client's experience—not "sales."

More Value

Get more for less! With volume buying power, we offer more included features and higher hotel standards at lower prices than our competitors. In fact, an entire day of touring with us typically costs 30% less than what travelers would pay on their own.

More Service

We're committed to helping your group succeed! Our Group department includes group experts as well as river cruise, religious travel, and custom group specialists. Plus, our dedicated sales team is ready to help you market and promote your group.

PART IV: GREAT BENEFITS FOR YOU

HARD WORK IS REWARDING: COMMISSION EXAMPLES

Groups increase your commission and expand your client base more than any other sales activity. Groups also generate additional individual passengers for you down the road. And when you let us handle all the details, you earn commission on every aspect of your group, including air. The commission analysis below demonstrates how quickly groups become profitable. Add a guaranteed five percent to all air revenue, and your clients won't be the only ones smiling. What better way to increase volume than through booking groups!

Globus

Destination: Italy

Vacation: Italian Mosaic — 13 days (land only)

Commission earned on a group of:

	Revenue* x Commission %	Total
8 clients	\$21,352 x 15%	\$3,102.80
12 clients	\$32,028 x 15%	\$4,804.20
20 clients	\$53,380 x 15%	\$8,007.00

Cosmos

Destination: Central Europe

Vacation: Central Europe — 15 days (land only)

Commission earned on a group of:

	Revenue* x Commission %	Total
8 clients	\$13,192 x 13%	\$1,714.96
12 clients	\$19,788 x 13%	\$2,572.44
20 clients	\$32,980 x 13%	\$4,287.40

Avalon

Destination: European/River Cruise

Vacation: The Blue Danube Discovery — 13 days (land/cruise only)

Commission earned on a group of:

	Revenue* x Commission %	Total
8 clients	\$29,832 x 15%	\$4,474.80
12 clients	\$44,748 x 15%	\$6,712.20
20 clients	\$74,580 x 15%	\$11,187.00

*Revenue is based upon an average 2011 vacation price at an average commission of 15%. Commission level is not guaranteed, but groups are a great way to get to that level.

BOOKING INCENTIVES

The Globus family of brands offers several booking incentives throughout the year, and group vacations are no exception. Check the Travel Agent Portal for all current booking incentives, or contact your dedicated sales team.

PART V: GROUP FAVORITES

These featured vacations are just a small percentage of our portfolio. Year after year, these are our top sellers for groups across the Globus family of brands:

GLOBUS

Europe

Introduction to Ireland, 7 days

Dublin :: Ennis :: Killarney :: Waterford :: Dublin

Italy's Great Cities, 8 days

Rome :: Florence :: Venice :: Rome

North America

Southern Coastal Journey, 7 days

Charleston :: Savannah :: Jekyll Island

America's National Parks, 10 days

Rapid City :: Sheridan :: Cody :: Yellowstone National Park :: Jackson :: Salt Lake City

Exotics

Down Under Discovery, 19 days

Auckland :: Rotorua :: Queenstown :: Christchurch :: Melbourne :: Alice Springs :: Ayers Rock :: Cairns :: Sydney

South American Escape with Peru Extension, 13 days

Rio de Janeiro :: Iguassu Falls :: Buenos Aires :: Lima :: Sacred Valley :: Cusco :: Lima

Faith Based

Footsteps of Apostle Paul, 10 days

Athens :: Thessalonika :: Kalambaka ::
3-night Greek Isle cruise to Mykonos ::
Kusadasi (Turkey) :: Patmos :: Crete ::
Santorini :: Athens

Journey Through the Holy Land, 10 days

Tel Aviv :: Haifa :: Galilee in a Kibbutz ::
Jerusalem :: Tel Aviv

COSMOS

Europe

The Splendors of Italy, 9 days

Rome :: Siena :: Montecatini ::
Venice Area :: Rome

Wonders of Europe, 14 days

London :: Brussels :: Lucerne :: Innsbruck Area ::
Venice Area :: Rome :: Florence Area :: French Riviera ::
Lyon Area :: Paris

North America

Western Canada & Rocky Mountaineer, 10 days

Calgary :: Banff National Park :: Jasper
National Park :: Kamloops :: Vancouver :: Victoria

Highlights of the Canyonlands, 8 days

Las Vegas :: Grand Canyon National Park ::
Monument Valley :: Page :: Bryce Canyon National Park ::
Zion National Park :: Las Vegas

MONOGRAMS

A Week in London & Paris, 7 days

London :: Paris

AVALON WATERWAYS

Romantic Rhine, 8 days

7-night cruise from Basel to Amsterdam

The Legendary Danube, 11 days

3-nights in Prague :: 7-night cruise from Nuremberg to Budapest

PART VI: SPECIALIZED GROUP OPPORTUNITIES & MARKETS

Intriguing destinations and varied travel styles are a great place to start when you want to book a group vacation, but there are also particular groups and markets that you'll find beneficial to approach. We've designed premier travel experiences toward interests we believe will continue to be popular in the near future.

Here are some markets and growing areas of opportunity for you to target. At Globus, we have found these affinity groups to be the fastest growing.

GLOBUS RELIGIOUS VACATIONS

As a travel professional, you always want to be on the lookout for the "next big thing." That's why Globus brings you the best in religious travel. By staying current and innovative, you increase your value to loyal clients who trust you with their important travel purchases. With 80 years of travel experience, the Globus family of brands will help combine your group's next journey with the opportunity to grow and deepen their faith.

This is just a small sampling of our top-selling group religious programs. From the Holy Land to the Vatican, trust Globus Religious Travel to give your group the faith-based trip of a lifetime. Along with these unbeatable itineraries, you'll have the comfort and knowledge of selling Globus quality, consistency, and security.

Footsteps of Apostle Paul (TP)—11 days incl. air, or 10 days

Athens/Athens

Athens :: Thessalonika :: Veria :: Kalambaka :: Meteora ::
3-night cruise to Mykonos :: Kusadasi (Turkey) ::
Patmos :: Heraklion (Crete) :: Santorini :: Corinth

Journey Through the Holy Land (TG)—11 days incl. air, or 10 days

Tel Aviv/Tel Aviv

Tel Aviv :: Haifa :: Kibbutz :: Jerusalem :: Tel Aviv

Once you've tapped into the religious group market, you're well on your way to increasing your sales. We have some very useful ways to help you get started.

Selling into the religious market can be very rewarding if you follow these easy steps:

1. Start with your own church. Even if they don't travel, you can learn the system, and they can provide referrals.
2. Use the Internet to research. You will be amazed at how much comes up if you Google "religious organizations" in your local areas. And remember, these organizations want to be found!
3. Once you have selected your churches/organizations to sell to, research their mission statement on their Web site. Does travel fit in with their other ministries?
4. Utilize promotional and outreach materials from Globus. We have specific communication materials that speak the "languages" of the denominations. Send out an introductory letter or e-mail, then follow up with a phone call.
5. Make appointments and go in confidently. Don't be intimidated. YOU are the travel expert, and that is what they are expecting. They are not expecting you to be a theology expert or quote scripture.

Tips to remember about Religious Groups:

- Religious travelers are more resilient than most. They will travel during times of uncertainty, war, recession, etc. They tend to value the experience more than convenience.
- Religious travel clients are loyal and tend to be repeat customers.
- It's a groups market. Business tends to come in larger quantities.
- Religious groups materialize at a much greater success rate than other group travel business. The sights in sacred destinations are important to their core beliefs.
- Your existing clients are prospects for religious travel — 60 percent of Americans consider faith to be very important in their lives.
- Religious travel has appeal to all ages and is an excellent opportunity for families to travel as a unit and it strengthens their ties.

There is a great deal more SUPPORT & INFORMATION

available from our dedicated Religious Travel Department. Let us help your business in this growing market! Contact us at faithteam@globusfamily.com.

FAMILY VACATIONS

Everyday activities, such as a function at your kid's school or a family gathering, are often the perfect times to talk about group travel, so don't be shy. Families can be instant groups! After all, HospitalityNet stated that Family travel will continue to grow at a faster rate than all other forms of leisure next year. Reunions are a great way to position Globus Family Vacations — you can provide a unique experience for the entire family to share. Designed to meet the needs of families with children or grandchildren ages eight to 17, these 8- to 12-day family-friendly vacations feature activities that appeal to all ages, including specially arranged cultural experiences, family-oriented optional excursions, and hotels positioned in the middle of the action. The main goal is togetherness.

Ciao, Italia! (ZHF) — 8 days incl. air, or 7 days

Rome/Venice

Rome :: Pisa :: Florence :: Venice

Special Inclusion(s): Enjoy a festive pizza party in Florence and learn how pizzas are made. Also you will create your own Venetian carnival mask.

Wild, Wild West (ANF) — 8 days

Jackson :: Yellowstone :: Cody :: Little Bighorn Battlefield ::

Mount Rushmore :: Rapid City

Special Inclusion(s): Ride into Cache Creek for a chuck wagon cookout. You'll also enjoy a river adventure at the base of the Grand Tetons and grandstand seats at the rodeo.

STUDENT TRAVEL

We have provided thousands of students with many types of travel experiences, each one customized to the student group's unique needs. For your student groups, introduce them to Student Discoveries, an alternative to traditional educational travel options. Combining Globus' expertise with input from educators, we offer nine exciting itineraries to top-selling student destinations in North America and Europe. By enhancing standard curricula, these packages provide in-depth topic explorations and bring to life educational moments in a profound way. Perhaps best of all, these vacations are "student-approved," so you know they'll be well received by young minds! Here is an example of our most popular student discovery tour:

Washington DC

Tour America's capital with its grand government buildings and historic monuments, memorials, and museums. Spend time at George Washington's Mount Vernon home and the Smithsonian Institution, the world's largest museum complex. Also, take an awe-inspiring illumination tour of famous monuments, see the White House, visit Arlington National Cemetery, and come face to face with the country's most important founding documents at the National Archives.

PART VII: EXCLUSIVE & UNIQUE GROUP EXPERIENCES

In addition to the potential groups we've already discussed, you can find ready-to-form groups based on the thirst for a truly eye-opening travel experience...and we have the perfect opportunities!

THE NEW WONDERS OF THE WORLD

A new version of the Seven Wonders of the World has been chosen! With more than 100 million votes cast from people all around the world, the results were announced on July 7, 2007, in Lisbon, Portugal, at the Official Declaration ceremony. And now, your groups can visit the new Wonders of the World on a Globus group vacation.

Christ the Redeemer, Brazil

South American Escape

This 10-day vacation lets you explore two of the great cities of Brazil and Argentina at a relaxed pace, plus Iguassu Falls. Your trip begins with a 3-night stay in Rio de Janeiro, Brazil. While here, visit the celebrated Christ the Redeemer statue.

Roman Colosseum, Italy

A Taste of Italy

This perfect 8-day Italian vacation covers Rome, Florence, and Venice — with enough free time for your own explorations. In addition to the Colosseum, sightseeing in each city includes the must-see sights with a Local Guide.

Taj Mahal, India

Secerts of India

Explore the fascinating land of India during this 14-day Regional Discovery! In Delhi, visit the Hama Mosque, the Red Fort, and the Gandhi Memorial Museum. Later, travel by train to Agra, where you will see the magnificent Taj Mahal.

Great Wall, China

Classic China

Delve into the unique world of ancient China during this 11-day Regional Discovery. Your journey begins in China's capital city, Beijing, where you'll marvel at historic wonders such as the Forbidden City and the stunning Great Wall.

Machu Picchu, Peru

Legacy of the Incas

Examine the lasting impact of the Incan civilization during this 10-day Regional Discovery of Peru. Start with an introduction to the colonial heritage of Lima, with visits to the cathedral and the San Francisco Monastery. Spend the day in the Sacred Valley and travel by train to legendary Machu Picchu.

Chichén Itzá, Mexico

Treasures of the Yucatan

The intriguing history of ancient civilizations is waiting to be explored during this 8-day Regional Discovery vacation. After a night in beautiful Cancun, head to the beachfront ruins at Tulum and the Mayan city of Coba en route to unforgettable Chichén Itzá.

Petra, Jordan

Israel, Jordan and Egypt

Immerse yourself on this 12-day faith-based vacation. An archeological masterpiece, the desert city of Petra flourished and prospered even during prolonged periods of drought because of their innovative solutions when it came to harnessing scarce water sources. Entry from the East reveals one of several elaborate ruins that boast a level of sophistication surprising for this ancient civilization.

PART VIII: KNOW YOUR AUDIENCE, IDENTIFYING GROUP OPPORTUNITIES

When you understand your potential groups, you can identify opportunities quickly and better plan your marketing initiatives — and thus ultimately guarantee a better success rate. Dividing clients into two particular types of groups is simple when you consider some basic characteristics that members of each group have in common. Here are the two group types, as well as strategic sales and marketing tips for group success.

UNDERSTANDING THE TWO TYPES OF GROUP TRAVEL

Affinity/Pre-formed

Group travel with clients who have traveled together previously based upon the same focus and/or general interest. Possible Affinity Group opportunities include alumni, families, and special interest, such as religious groups.

Tips:

- **Seek Them Out:** Search on the Internet to find out if there are any special interest groups that may be willing to participate (i.e., food/wine groups or other churches, groups, etc.).
- **Find a Leader:** Always get to the leader(s) early and make sure that you make plans with them to market to their network/database.
- **Be Diligent:** Continue to work closely with the group leader to generate interest and excitement from the other group participants.
- **Get Creative:** Once you have committed to marketing to a group, you need more than just an itinerary to get travelers excited. Going to China? Send potential travelers a fortune cookie with a small note. Thinking Italy? Invite potential travelers to stop by for a wine tasting. Sell the experience creatively!
- **Encourage Early Deposits:** Avoid the trend of last-minute travel by providing incentives for your passengers to put down deposits and secure their reservation early. You'll save yourself stress by encouraging early deposits — tell your group the deposit is due at least two weeks before the real deposit date.
- **Work with Your Group:** Schedule travel shows and preview events to generate the maximum excitement about the destination. The Globus family of brands can help you with this! More and more of your travelers are working into retirement. When scheduling trip previews, stagger your schedules by offering additional evening and weekend presentations to accommodate your group.
- **Schedule Events:** Pre- and post-events, such as theme parties and photo sharing, encourage group cohesion, as well as excitement about traveling again.
- **Build Excitement:** Send out reminders such as postcards, articles, or small gifts related to the destination. This builds excitement, enables your booked clients to share this event with their friends, and separates you from the rest of the pack. Personalize these marketing tactics as much as possible. Our sales and marketing department is ready to help!

Speculative/Promotional

Speculative or promotional groups can be successfully formed as long as you have a solid plan in place. Always start with a small, core group of people that have committed and/or have shown interest in a specific destination. Tailor your vacation ideas to what seems to excite them, rather than what might seem interesting to you. Ask your best customers, “If I put this together, will you sign up?” Get them involved!

Tips:

- **Start Early:** Since the weight of forming the group falls largely on you, start marketing early!
- **Pied Piper:** Try to seek out a “pied piper” from an early-deposited traveler that could encourage additional travelers to sign on to the group. Start with a core or nucleus group, then seek out an influencer within your targeted travelers. Is there one individual who is especially excited about the trip? Encourage them to assist you in getting people on board. Their enthusiasm is a great marketing tool!
- **Network:** Don’t be afraid to reach out to your family/friends and your personal network to build the group. Sign-ups are contagious.
- **Offer Incentives:** Create and encourage “salespeople” for your group. The people who have already booked can be your greatest asset. Give them incentives for signing up more people. Anything from gift certificates to cash will turn them into ambassadors for you.
- **Stick to the Plan:** Make a marketing plan, and stick to it! Don’t assume that potential travelers will just walk in and ask for a group vacation. Encourage individual clients to think about a trip with their extended family. Your clients may not think of themselves as a “group,” but you can.
- **Encourage the Community:** Market and advertise in various community publications and vehicles. These are inexpensive and communicate a local feeling to the group.
- **Let Us Help:** Tap into the free marketing materials available from the Globus family of brands to help promote the group.
- **Press Release:** Run a press release about the group in your local community papers. Once again, the cost is nominal and it is a great way to foster community and exposure for your agency.
- **Join In:** Consider traveling with the group yourself—your clients might love the idea of traveling with you, and observing your knowledge of the world. Plus a closer relationship with them can have lasting rewards for you!

WHERE TO LOOK FOR GROUPS

Group opportunities are everywhere. It's up to you to proactively get out there and make sales calls on local businesses and organizations. Here are some places you may want to begin:

- Your database!
- Families
- Alumni groups
- Churches
- Student groups
- Special interests (quilters, collectors)
- Unions (credit unions)
- Fraternal organizations
- Local chamber of commerce community clubs
- Athletic clubs
- Golf, fitness, tennis, yachting, hunting, fishing, surfing
- Professional organizations
- Incentive groups
- Occupational groups
- Adults/Singles complexes

PART IX: PARTNERING FOR SUCCESS

The Globus family of brands is committed to partnering with you to create a highly successful group vacation experience. From specialized departments to an array of free marketing tools, we're here to assist your efforts every step of the way!

SPECIALIZED GROUPS DEPARTMENT

Our specialized reservation agents are ready and willing to serve you. They understand the uniqueness of group business and will ensure that your booking process is smooth and effortless. Simply call 800.221.0097 for more information. We can work with you on the following options:

Brochure Groups

Year over year, the Globus family of brands consistently offers a wide variety of vacations worldwide. Whether your group is looking for an escorted Panorama vacation, Regional Discovery, or even a River Cruise, the Globus family of brands has vacations ready to book today!

Private Motorcoach

With just 30 passengers in your group, you can secure an entire motorcoach and the sole attention of a Tour Director. This style of travel allows you to customize your group's experience beyond our standard brochure departure to include group-specific optionals, meals, or other arrangements to make the experience completely unique.

Custom Groups

Despite our wide variety of vacation options, we know there are times when only a custom tour will satisfy the needs of your clients. That's why the Globus family of brands works with you to help create a custom tour itinerary that is as special as the group you are handling. If you have at least 20 travelers and cannot find the right vacation in our portfolio, we will design a custom itinerary or themed vacation especially for your group, utilizing our worldwide buying power to give the best value while still exceeding expectations. Custom tours are quoted at a net rate, with no fees and no commission.

Types of Custom Groups

Every group is different, and we are happy to cater to special interests such as affinity, alumni, family, religious, incentive, and student groups — or even to appeal to that sophisticated group who has “been there, done that.” Your group will enjoy the same high-quality vacation they have come to expect from the Globus family of brands, but with the added benefit of it being uniquely designed for them.

Charters

River cruises are more popular than ever and Avalon Waterways delivers a great group experience. We are happy to work with you to charter an entire sailing for your group. Our fleet offers a wide variety of dates, itineraries, destinations, and experiences for large groups. Your clients will only have to unpack once, enjoying the convenience of river cruising and the intimacy of a private sailing.

AWARD-WINNING SALES & MARKETING TEAM

Let us help you sell! We help you make group materialization easy. We have more than 40 sales professionals dedicated to growing your group business. You have a dedicated Business Development Manager (BDM) in the field, and an Inside Sales Consultant who is always just a phone call or e-mail away.

SALES & MARKETING SUPPORT

Once you have the idea for a group, work closely with your Business Development Manager to develop a customized marketing program to ensure your group meets with success. Professional marketing materials, passionate people, and precise operations guarantee that when you market groups with the Globus family of brands, your travelers will be impressed with your professionalism and will reward you with repeat business.

READILY AVAILABLE MARKETING TOOLS

Custom Marketing Materials — FREE!

The quality of our marketing materials will give you an image of quality and professionalism that only a top travel company like Globus can provide. And they're free!

Destination Flyers: Perhaps you are still trying to gauge interest in certain destinations. Our single-destination flyers allow you to promote the finer points of a certain country or region to your clients. Once you have narrowed down your focus, you can work on selecting an individual itinerary.

4-Panel Itinerary Flyer: Romance the destination and your group's individual vacation on these beautiful 4-panel flyers. There is plenty of space for day-by-day details, pricing, dates, and included features. We can even include a map and reservation form at your request. These flyers come printed with your agency's information and are ready to be mailed or handed out to potential group travelers.

Postcards: Whether you want to promote a "travel night" at your agency or simply pass along information for an already secured group, our postcards include a beautiful shot of the destination your group is traveling to and will keep them engaged and educated.

Cards: Personalized Thank You cards are always a nice touch, and our greeting cards are blank so that you can use them to thank your travelers or welcome them home from their exciting journey. Of course, you'll want to tell them about the NEXT group just when they're just arriving home from their incredible journey.

Globus Night

Open your office or home — or book a private venue — and welcome your group to their first gathering to discuss the details of the group departure. This will allow the group members to meet one another (if they do not already know each other) and will begin to build the bond of togetherness. If you have more than 20 people, invite your BDM for an inspirational presentation of the destination and itinerary as well as a live Q&A session. Perhaps a booking incentive can be negotiated with your BDM.

Conference Call — Q&A

You may want to consider a conference call if your group members are spread throughout the country. Ask your sales team about conference lines and Web conferencing options to help promote the group and get everyone together at once to discuss the group details.

Additional Resources: Travel Agent Portal

Log in to our dedicated Travel Agent Portal, www.globusfamilypartner.com, for more details of the information covered in this sales reference guide. Here are some things that you will discover on our Web site:

Group Sales Section

- Special offers & incentives
- Marketing support
- Group planning calendar
- All group policies, forms & information
- Custom tours & itineraries
- Complete vacation details

E-Marketing Tools

- E-mail designer
- OnDemand — customized, FREE high-quality marketing materials
- Postcards; direct mailers, flyers, videos

Travel University & Webinar Training Program

As you know, our Travel University offers interactive courses within our Travel Agent Portal that you can take any time, anywhere! In addition to this course, we have 8 other courses for you to consider. Complete all 9 to graduate and become a Globus family of brand specialist, plus earn CTA/CTC Continuing Education Credits through The Travel Institute.

In addition, our webinar training program is designed to help you increase your profits with strategic sales and marketing efforts, generate new business ideas, and enjoy your work more than ever before. Receive up to date information on our new travel styles, product portfolios, destinations, and sales support in our motivational and inspirational seminars.

PART X: YOUR MARKETING TIMELINE & CALENDAR — IMPORTANT DATES

To properly establish your marketing plan, you'll need to create your planning calendar. There are many details involved and crucial steps that you must take to ensure success in forming your group. Your timeline is the crucial first step in your marketing plan:

Ideal Timeline for Group Promotion

Mile Marker	Action Step
300 days prior to departure	Make the initial booking
8–10 months prior to departure	Create/request your marketing materials
8–10 months prior to departure	Host your travel show and begin actively promoting
Up to 120 days prior to departure	Individual deposits are due

When setting up your calendar, you want to work backwards and start at the finish! That way, you can be sure you will have all of the dates in place to allow for ample sales and marketing time. Here is an example of a group departure and a corresponding marketing timeline/calendar highlighting the important dates you would want to be sure to hit:

Example

San Francisco & California Wine Countryt (AL)
Group Departure Date: September 15, 2012

Mile Marker	Action Step
10–20 days prior	Documents party : August 29, 2012
30–45 days prior	Live Q&A conference call: August 1, 2012
65 days prior	Final Payment Due: June 28, 2012 (65 days is July 12, 2012, but you want to leave yourself with at least a two-week cushion)
120 days prior	Individual Deposit Due: May 4, 2012 (120 days is May 18, 2012, but you want to leave yourself with at least a two-week cushion)
Wine Tasting Open House	April 7, 2012 (offer early-deposit incentive)
Open House/ Promotional Party	November 2011 (offer booking incentive)
First target mailing/email announcement	September 2011
Advertising/Web advertising timeframe	May 2011–August 2012
Initial deposit due	April 30, 2011 (two weeks after initial booking)
Booking date	Book by April 16, 2011

PART XI: WHAT EVERY “CRUISE AGENT” SHOULD KNOW ABOUT ESCORTED TRAVEL & RIVER CRUISES

ESCORTED TRAVEL WITH GLOBUS AND COSMOS

What attracts groups to escorted travel?

- Having a knowledgeable guide
- Visiting a destination they would not visit on their own
- Having someone else handle all the logistics
- Taking part in activities they could not do on their own
- Traveling with others who share similar interests
- Taking a trip focused on an interest or hobby
- Experiencing a vacation that has great value

Don't judge the quality of your vacation by the number of times you pack or unpack. Judge your vacation by the amount of quality time you were able to spend in the places you visited.

RIVER CRUISING WITH AVALON WATERWAYS

Each Avalon guest has the opportunity to provide us with valuable information about their travel preferences as well as their personal experience with Avalon Waterways. According to the questionnaires completed while on vacation, results show:

Our clients are cruisers!

The number of ocean cruise vacations I have taken

	2008	2009	2010
0	19.8%	19.0%	17.7%
1	16.2%	15.8%	14.0%
2–3	24.5%	23.3%	22.9%
4–5	15.7%	14.4%	15.9%
6 or more	23.8%	27.5%	29.6%

The opportunity for you is NOW!

The number of river cruise vacations I have taken
including this cruise

	2008	2009	2010
1	68.4%	63.3%	59.8%
2–3	25.4%	26.9%	29.3%
4–5	4.2%	5.8%	7.3%
6 or more	1.9%	4.0%	3.6%

95%

of passengers would

**RECOMMEND THEIR
AVALON RIVER CRUISE VACATION**

to a friend or family member

PART XII: TRAVEL AGENT TESTIMONIALS

Don't just take our word for it. What are your colleagues saying about their group experiences with the Globus family of brands? Like you, we thrive on customer satisfaction and ensuring that your groups are taken care of — from beginning to end! Here are some of the things that travel agents have said about the Globus family of brands' product, service, support, and trust.

“The outstanding quality and good value of products within the Globus family of brands offer something for everyone. What makes them even more exceptional for group usage is the Globus commitment to a partnership of effort between company and agent that results in positive travel experiences for our clients. Just one example of this partnership is the much appreciated pre-departure reminders of our inside representative that remind of impending deadlines needing our attention. This same level of service is not readily available elsewhere.”

— Larry L. Kopke, Please Go Away™ Vacations

“I have been a travel agent for 27 years. I put together a group to Italy last year for 33 passengers. From my first meeting with my sales representative to the Tour Guide, everything was done to perfection. I was so impressed with Globus as a company I booked a group on a river cruise. The group specialists helped me beyond my expectations! Working with them reminds me of the excellence and service we have come to expect from Globus.”

— Lois Wilk, Jack Fry Travel

“My experience working with Avalon’s group department has been wonderful. The group specialists are fabulous...they respond to requests immediately and are always accommodating to our clients’ needs. The feedback from our groups with regards to Avalon is excellent: great service, food, ships, and staff — all first-class!”

— Julie Fish, Flemming Tours

“It’s all about trust when it comes to group travel planning. My specialty is affinity groups. When working with my team in your groups department, I know they have my clients’ best interest in mind with every aspect of the itinerary. Trust is earned and my colleagues at Globus and Cosmos have earned my trust. We are definitely partners in travel.”

— Linda Meadors, Blue Horizon Travel