



GROUP TRAVEL

With  HOLIDAY VACATIONS



Group Travel Made Easy

Gather your network of friends and family for big savings on the trip of a lifetime! Traveling in the company of people you enjoy and share common interests with is an incredibly memorable way to see the world. From an extended family getaway and reconnecting with friends to a class reunion or vacation with local club members, there are so many options for group travel.

When booking a pre-formed group of 10 or more, you'll earn some amazing savings and benefits, including traveling **FREE** with 14 people! Your group may select any of our 80 fully planned, guided vacations that all feature **The Holiday Advantage**, providing exceptional value and making travel fun.



Travel Free

We make it easy – simply gather your group and we'll take care of the rest! From free travel to individual discounts, take a look at what benefits await:

- » Receive \$100 off per person for groups of ten or more
- » Travel **FREE** as the Group Leader with 14 paid travelers
- » Earn **FREE*** travel for up to four guests
- » Option to provide each person an extra discount in lieu of free travel
- » Select any Holiday Vacations tour from 70 destinations worldwide
- » Utilize our turn-key marketing program to foster success
- » Work with a dedicated Group Travel Coordinator every step of the way

** Free travel is earned for one guest with 14 paid travelers, two guests with 21 paid travelers, three guests with 35 paid travelers, and four guests with 42 paid travelers. The second free guest shares a hotel room or cruise cabin with the first guest.*

Turn-Key Marketing Materials

We provide you with a comprehensive Group Leader Marketing Program that includes everything you'll need to get the word out including:

- » A fully customized tour webpage that is exclusively accessible to your group.
- » Beautiful full-color brochures curated just for your group that can be directly mailed, emailed as a PDF, or personally distributed.
- » A professionally developed travel show to get potential guests excited about the tour, plus an extra \$100 discount for all who watch.
- » Assistance from our Group Travel Coordinator who works directly with you and your group, providing high-quality service and expert recommendations.
- » Additional resources such as email and social media content, examples of how to host a travel party, and more.

Refer-A-Friend Program

Want additional savings on future tours? Group Leaders who are past travelers can take advantage of our Refer-A-Friend Program and earn a \$200 credit for each new traveler referred! This is a fantastic benefit for groups of any size, with no minimum or maximum, meaning you can earn hundreds or thousands off your next trip. Simply make sure your new guest identifies the referral during the initial reservation and the credit will be awarded once their tour is complete!

WHAT SETS US APART?

Experience The Holiday Advantage

Make your next adventure effortless – book your trip, pack your bags, and leave the rest to us.

For over 50 years, our award-winning team has established a legacy curating fully planned vacations for thousands just like you. What began as a small motorcoach company has flourished into a national tour operator of air, rail, motorcoach, and cruise-guided trips to 80+ destinations worldwide. The Holiday Advantage has five core features that provide unrivaled travel experiences from your first interaction to long after you return home. **Learn more about how each one sets us apart at holidayvacations.com/advantage.**

1 Comprehensive Tour Packages & Pricing – Airfare Included

Say goodbye to hidden fees and surprise charges; the price you see is the price you pay, including all airfare! You can expect transparent pricing that is locked in once we receive your deposit. Any subsequent increases from our suppliers or airlines are absorbed by Holiday Vacations – never passed along to you. Our tours are meticulously planned by our experienced Destination Team, ensuring you get the most out of each vacation.

ALL TOURS FEATURE:

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|  Round-trip airfare from 90+ guaranteed airports nationwide |  Premier attractions & enriching activities |
|  All accommodations with baggage handling |  Gratuities covered for all planned tour activities & meals |
|  Transportation during planned tour activities |  Access to our online Guest Portal & exclusive Holiday Traveler mobile app |
|  Professional Tour Director & expert local guides |  Holiday Travelers Club loyalty credit & program benefits |
|  Many meals featuring regional cuisine | |

2 Peace-of-Mind Booking

Life happens, we get it. Book risk-free with a low deposit of \$200 per person and receive a full refund if canceling for any reason prior to the final payment date. In addition, we carefully monitor current events, and if any unexpected hazards or natural disasters prevent your tour from occurring, a full refund will be provided. For added comfort, we offer customized travel protection plans through a trusted third-party provider.

3 Travel with Confidence

All of our incredible Tour Directors graduate from an extensive training program, have a CPR certification, and are ready to share in-depth knowledge of your destination. While your Tour Director is available around the clock, you will also receive our 24/7 emergency phone number which is supported by tenured travel professionals. Additionally, our skilled motorcoach drivers provide safe transportation during planned activities.

4 Authentic Experiences with Local Guides

As industry experts, we've developed strong relationships with travel professionals all over the world who help us curate unique experiences. Our itineraries include all the must-see attractions and off-the-beaten-path surprises often missed by tourists!

5 We're Part of the Xanterra Travel Collection®

Xanterra Travel Collection® is a nationwide travel and hospitality company that includes four award-winning cruise and tour companies, such as Windstar Cruises. We partner with this sister company for a variety of tours, so our guests can discover the incredible benefits of luxury small-ship cruising! Xanterra is also the largest national park concessioner, which allows us to offer one-of-a-kind experiences inside America's beloved national parks.

Group Leader Responsibilities

The main responsibility of a Group Leader is to gather people who would like to travel with you on a Holiday Vacations tour. The more people who travel with you, the bigger your savings will be! Discounts begin at ten people and you have the opportunity to travel free with 14 paid guests. While on tour, your only responsibility is to ensure a sense of community among all of your travelers. Other than that, the Tour Director will take great care of everyone so you can soak in every extraordinary moment of discovering a new destination while creating special memories with your group.

Pick a Tour and Departure Date

Group Leaders generally pick a tour and departure date after speaking with our Group Travel Coordinator. We can then verify that we have enough space available and discuss whether you wish to travel free with 14 paid guests or provide an additional discount to those who accompany you.

Start Prospecting – Identify Who's in Your Network

You already have a pipeline of opportunities in your network that's bigger than you may imagine – and they all know people who would love to travel too. Share your tour with:

- » Family members and friends
- » Religious organizations
- » Clubs or hobby groups
- » Professional or fraternal organizations
- » Retirement communities and associations

Deploy Your Marketing Efforts

There are a variety of communication techniques you can use to get people interested in traveling. Whether you choose phone calls, personal emails, social media posts, or another method, our team provides you with a variety of tools to encourage success.

When ready, your group will make their reservations by calling our Group Travel Coordinator at **866-754-7119** during business hours of 8 AM to 5 PM (CST) Monday through Friday. You may also email the information to us, using a link we provide, which allows our team to make the reservation and then call back to confirm details.



Consider Hosting a Travel Party

Some Group Leaders invite potential guests to attend a travel party where you can distribute your custom full-color brochure, watch an informational video about your tour, and build excitement. In some cases, a virtual party on Zoom works well too. There are a lot of fantastic ways to create awareness and engagement!

Frequently Asked Questions

Q: How do I become a Group Leader?

A: Getting your group trip started is free and easy! Simply go online to **holidayvacations.com/group-travel** and scroll towards the bottom to fill out our short form. Our Group Travel Coordinator will then contact you to gather information about your desired tour, departure date, and group size, as well as answer any questions you may have. You may also call us directly at **866-754-7119**.

Q: Who are successful Group Leaders?

A: Almost anyone can be a Group Leader! If you're a storyteller who enjoys the company of others with a desire to travel and make memories alongside those you care about, you are well on your way.

Q: How hard is it to get a group together?

A: Everyone's social circles are different, but it's likely that you already have a list of prospects whether they be friends and family or people in your community who have something in common. We find that once the word gets out, interest builds quickly!

Q: Will there be other guests traveling on my tour date?

A: It depends on the size of your group, the destination, and a few other things. Our tours are generally designed to have around 40 guests and each requires a different minimum to operate. Our Group Travel Coordinator can share the circumstances specific to your tour date.

Q: Can my group fly together?

A: If you are departing and returning to the same home city, we will make every effort to have your group fly together. We have an expert Group Travel team to handle these requests, but it's important to know that airline rules and capacity are constantly changing.

Q: How do reservations work?

A: Once established as a Group Leader, each of your guests can make their reservation by contacting our Group Travel Coordinator during business hours of 8 AM to 5 PM (CST) Monday through Friday. Alternatively, we will provide a link where you can input guest information and email us, so we can create the reservation and call to confirm details.

Q: When are travel documents available?

A: All guests receive our Guest Travel Booklet 10-14 days prior to departure. This contains a tour itinerary, airfare and hotel details, helpful information to prepare for the tour, a name badge, luggage tag, and more. Beginning 21 days prior to departure, everyone can access this information electronically on our Guest Portal and the Holiday Traveler Mobile App, where you can also chat with your Tour Director, create digital postcards to share with loved ones back home, and much more.