



TAUCK  
BRIDGES<sup>sm</sup>  
World Travel. Family Discovery.

# FAMILY TRAVEL SALES GUIDE 2016

THE TAUCK BRIDGES DIFFERENCE



HOW YOUR FAMILY SEES THE WORLD MATTERS

An all-inclusive Tauck Bridges family adventure offers more than an ocean cruise, resort stay, or FIT experience. Find out why.

# TOP 4 REASONS TO SELL TAUCK BRIDGES

## 1. Families want enrichment, not just entertainment

Ocean cruises, all-inclusive resorts, and magical kingdoms offer entertainment, but families outgrow these vacations. Today they seek the insider access, authentic cultural and wildlife experiences, and real discovery that Tauck Bridges provides – with hands-on activities that every age can enjoy together for the family vacation of a lifetime.

## 2. Grow your bottom line.

**All-Inclusive Commissions** – we pay commissions direct to you on 100% of the dollars we collect, plus air when booked through Tauck. And because we craft complete experiences, the average Tauck Bridges trip includes more than 150 components, all of which are commissionable to you.

**Strong Group Sales** – 25% of Tauck Bridges bookings are made in Groups of eight people or more with the average per person price of \$5,000.

## 3. Save time.

Book the trip, and your work is done. No time-consuming back-and-forth with your clients on every element of their vacation. Consider your “return on time” when one phone call does it all.

And Tauck’s **high repeat business** means your clients come back again and again, so you spend less time selling.

## 4. Make it easy for your clients.

Your clients want a perfectly choreographed safari experience? Or a trip that overnights inside North America’s national parks? No problem. We make the impossible possible.

We handle all the planning, logistics, travel details and potential hassles – giving your clients peace of mind so they can be fully present in the moment with their loved ones.



# TAUCK BRIDGES: WHERE WE GO

## Popular Destinations for Families

Our 19 Tauck Bridges adventures take your clients to the world's most sought-after family vacation spots – on European land trips from the British Isles to Italy and up to the Alps... river cruises along the Danube, Rhine, and Rhône... expeditions to Costa Rica and Peru... African safaris... small ship cruises in the Galápagos... and trips in North America's national parks.

Bridges Adventures	Per Person Priced From	# of Days	Per Diem	Departure Months												
				J	F	M	A	M	J	J	A	S	O	N	D	
<b>Land Journeys</b>																
Grand European Family Holiday	\$6,890	12	\$574							•	•	•				
Italia Bella: Rome to Venice ★	\$4,033	8	\$504			•	•			•	•	•				•
The Sweet Life: Rome & Sorrento	\$3,327	7	\$475			•				•	•	•				
Castles & Kings: London to Paris ★	\$4,645	8	\$581			•	•			•	•	•				
Ireland Forever	\$3,844	8	\$480							•	•	•				
Alpine Adventure	\$4,527	8	\$566							•	•	•				•
Costa Rica: Jungles & Rainforests ★	\$2,522	8	\$315		•	•	•			•	•	•				•
Tanzania: A Grand Family Safari	\$6,704	10	\$670							•	•	•				•
South Africa: Epic Family Adventure	\$5,494	10	\$550							•	•	•				•
Mystical Peru	\$3,808	8	\$476							•	•	•				
Cowboy Country ★	\$3,263	8	\$408							•	•	•				
Red Rocks & Painted Canyons	\$3,446	8	\$431				•			•	•	•				
Alaska: Call of the Wild	\$4,089	8	\$511							•	•	•				
Majestic California: The Pacific, Redwoods & Yosemite	\$3,455	8	\$432							•	•	•				
Wonders of the Canadian Rockies	\$2,942	7	\$420							•	•	•				
<b>River Cruises</b>																
Blue Danube: Family Riverboat Adventure	\$3,690	8	\$461								•					
Castles on the Rhine: Family Riverboat Adventure	\$3,790	8	\$474							•	•					
Bon Voyage! France Family River Cruise	\$4,690	10	\$469							•	•					
<b>Small Ship Expedition</b>																
Galápagos: Wildlife Wonderland	\$4,583	8 or 9	\$573			•	•			•	•	•				•

★ Best Sellers

# EUROPE'S FAMILY RIVER CRUISING LEADER FOR 7+ YEARS

We craft our Danube, Rhine, and Rhône cruises specifically for families – with **hands-on shore excursions, onboard activities, and experiences designed exclusively with family fun in mind.** Everything from scavenger hunts to cooking lessons and local games is incorporated. Other river cruises say they're "family-friendly," but often they're just the same itineraries as regular cruises.

**An Easy Way to Travel with Kids.** Your clients unpack once when they embark and don't pack up until it's time to go home – a huge convenience for parents and grandparents.

**Sail Right into Great Destinations.** Our riverboats take your clients straight to the historic cities and quaint towns along Europe's rivers, where every day we engage them with family-oriented sightseeing and hands-on activities onshore.

**More Suites for Families.** For a more intimate, club-like atmosphere onboard, our ships carry no more than 130 guests (other riverboats the same size pack in up to 190). Our lower capacity means our riverboats have the greatest number of suites on the waterways, with Triples and Quads to accommodate families.

## No Single Supplement in Category 1 Staterooms.

Single travelers stay in double cabins, and we waive the single supplemental price – making it easier for a single grandparent or parent to travel with a larger family group.

### WHO TO TARGET

- Your **family ocean cruise clients** who would appreciate the relaxation, service, and ease of travel by elegant ship when touring the heart of Europe
- Family clients looking to **celebrate reunions, graduations, anniversaries, and birthdays** with a once-in-a-lifetime travel experience

2016	Tauck Bridges River Cruising	Adventures by Disney River Cruising
<b>Years of Family River Cruising Experience</b>	7	0
<b>Total Itineraries</b>	3	1
<b>River Cruises</b>	<i>Blue Danube: Family Riverboat Adventure</i> <i>Castles on the Rhine: Family Riverboat Adventure</i> <i>Bon Voyage! France Family River Cruise</i>	<i>Danube River Cruise on AmaWaterways</i>
<b>Average Per Diem Rate*</b>	\$605	\$794
<b>Total Family Cabins</b>	22 double-occupancy adjacent rooms + 22 triple or quad suites = 44 family-friendly configurations  80% of cabins are 225 sq. ft. or <b>larger</b>	6 double-occupancy connecting rooms + 12 triples + 4 quads = 22 family-friendly configurations  70% of cabins are 210 sq. ft. or <b>smaller</b>
<b>Total Passengers</b>	130	170
<b>Inclusions</b>	<ul style="list-style-type: none"> <li>• Airport transfers</li> <li>• All dining onboard and ashore</li> <li>• Port charges</li> <li>• All gratuities</li> <li>• Free WiFi</li> <li>• <b>Unlimited</b> complimentary beverages, including premium spirits and wine</li> </ul>	<ul style="list-style-type: none"> <li>• Airport transfers</li> <li>• All dining onboard and ashore</li> <li>• Port charges</li> <li>• All gratuities</li> <li>• Free WiFi</li> <li>• Complimentary wine and beer <i>only during meals</i></li> </ul>
<b>PLUS:</b>	Our Tauck exclusive access and our authentic local experiences	—————

\* Based on double in-season pricing for Category 4 cabins on Tauck Bridges *Blue Danube: Family Riverboat Adventure*

# EXCLUSIVE DEPARTURES

## Private Departures

Your clients can **purchase an entire Tauck Bridges departure**, ideal for families and groups looking for a private Tauck Bridges experience – and great for celebrating graduations, anniversaries, and family reunions.



PRIVATE DEPARTURE EXAMPLE 2016 Price of <i>Castles &amp; Kings: London to Paris</i>			
# of People	Triple Price (per person)	# of Comps	Savings
<18	Inquire	1	Inquire
18+	From \$6,045	2	\$12,090
27+	From \$5,045	3	\$15,135
36+	\$4,645	4	\$18,580

Pricing depends on group size. Making this trip private, your clients save more as the size of their group increases.

## Small Group Departures

If your clients prefer traveling in a smaller group, with more one-on-one time with Tauck Directors, local guides, and our experts, we now offer select Small Group departure dates, marked in blue in our brochure, of ***Italia Bella: Rome to Venice*** and ***Castles & Kings: London to Paris***; trips average 24 guests in total... and Tauck Bridges Africa trips with groups averaging 30 – ***Tanzania: A Grand Family Safari*** and ***South Africa: Epic Family Adventure***.



# THE TAUCK BRIDGES DIFFERENCE

## We Get Family Vacations *Right*

Family travel is a high-stakes decision, especially because family time is so precious. Many of your clients may not be considering a “guided” family vacation because they don’t yet understand the benefits – or the value behind the price tag. That’s why it’s critical for you to explain the following...



## 7 Reasons Your Clients Will Love Us

**1 Fun for the Entire Family.** We specialize in multi-generational family vacations designed to engage family members of all ages *together*. Every day there’s active and interactive fun – horseback riding, cooking classes, river rafting, storytelling – for every age and generation to share. Our trips deliver a perfect balance of family-friendly sightseeing, activities, and downtime – creating memories that last a lifetime.

**2 Signature Tauck Exclusive Access.** Even a tailor-made family vacation can’t deliver the special events and exclusive access that a Tauck Bridges adventure provides, like our after-hours visits to the Vatican Museums and our dinner in 1000-year-old Reichenstein Castle. We create these custom-designed events that families couldn’t orchestrate on their own by leveraging our long-standing relationships around the world, 90 years of destination expertise, and scale.

**3 Best Tour Directors in the Business.**

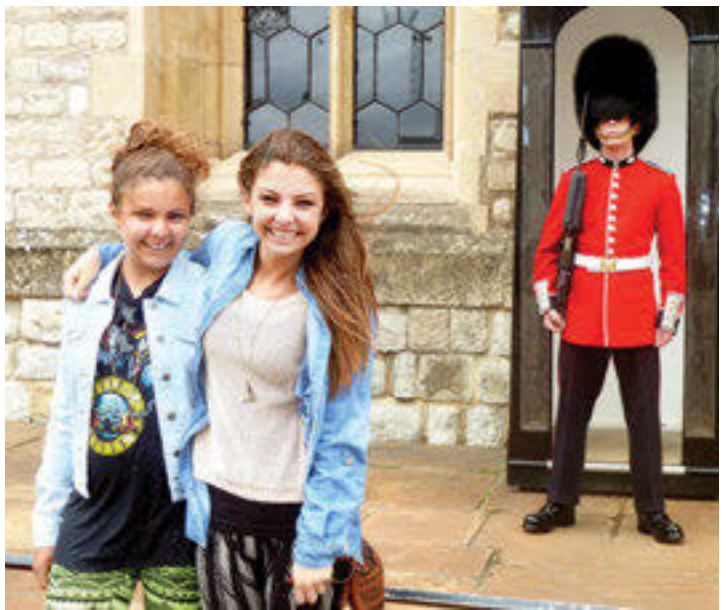
Recruited specifically for their talent in working with families, our Tauck Directors are so knowledgeable that your clients see and learn more than they would on their own, getting an insider’s point of view wherever they go. Tauck Directors look after your clients from start to finish, making sure that they don’t miss a thing and their vacation goes smoothly.



**4 Tremendous All-Inclusive Value.** Most people only consider the beginning costs of a trip – airfare and hotels – but don't even think about all the other costs that will add up as they go, like exchange rates, airport transfers, gratuities, food, and daily transportation. With Tauck Bridges, virtually everything is included in **one upfront price** – there will never be hidden costs, surprises, or options sold. And what are your clients paying for? Based on our 90 years of expertise, the best itineraries... our handpicked restaurants and prime accommodations... and authentic experiences your clients could never arrange on their own.



**5 Convenience & Peace of Mind.** Tauck Bridges handles all the planning and details of your client's family vacation. Your clients can truly relax and enjoy their family time because they don't have to worry about a thing; we take the decision-making off their shoulders and deal with any travel hassles. All your clients have to do is decide where to go – and when!



**6 Lifelong Friendships.** Most people don't realize how much fun it can be to have other families along on a vacation. On guided adventures families make new friends with other like-minded families who are drawn to the same places and activities. Giving kids the opportunity to socialize with other kids their own age can provide adults with a bit of a break and also lead to lifelong friendships as the kids share the excitement of discovery together. Adults enjoy the camaraderie too.



**7 Tauck's 90 Years of Experience.** Because of our established relationships with suppliers, and our thorough destination knowledge, your clients see more with us than they would on their own. Moment by moment, we choreograph unique and authentic activities and events, ensuring that your clients get the most out of their once-in-a-lifetime vacation.

# AT A GLANCE - HIGHLIGHTS AND EXCLUSIVES

Tauck Bridges Adventure	Beginning Hotel	Ending Hotel	Highlight
<b>Castles &amp; Kings: London to Paris</b>	The Royal Horseguards (London)	The Westin Paris - Vendôme (Paris)	Tauck Exclusive magic show farewell evening at Le Double Fond in Paris
<b>Costa Rica: Jungles &amp; Rainforests</b>	Hotel Bosque del Mar, Playa Hermosa (Guanacaste)	Real InterContinental Hotel & Club Tower Costa Rica (San José)	Hands-on demonstration and tasting at a premier Costa Rican artisan chocolate company
<b>Italia Bella: Rome to Venice</b>	The Westin Excelsior, Rome (Rome)	The Westin Europa & Regina, Venice (Venice)	After-hours guided tour of the Vatican Museums and the Sistine Chapel
<b>Cowboy Country</b>	Jackson Lake Lodge (Grand Teton Nat'l Park, Wyoming)	K Bar S Lodge (Keystone, South Dakota)	Visit to a working cattle ranch in Wyoming with cookhouse lunch, horseback ride, horse whisperer and roping demonstration
<b>Alaska: Call of the Wild</b>	Hotel Captain Cook (Anchorage)	Hotel Alyeska (Girdwood)	Flightseeing over the soaring peaks of Denali National Park
<b>Blue Danube: Family Riverboat Adventure</b> <i>"10 Best River Cruises for 2015"</i> – Fodor's Travel	Aboard our Inspiration class riverboats – ms <i>Joy</i> or ms <i>Savor</i>	Aboard our Inspiration class riverboats – ms <i>Joy</i> or ms <i>Savor</i>	Tauck Exclusive at Palais Pallavicini – an imperial evening at a private Viennese palace
<b>Bon Voyage! France Family River Cruise</b>	InterContinental Paris Le Grand (Paris)	Aboard our Jewel class riverboat – ms <i>Swiss Emerald</i>	Private cowboy and bull show, hayride, ranch and lunch in La Camargue
<b>Castles on the Rhine: Family Riverboat Adventure</b>	Aboard our Inspiration class riverboat – ms <i>Inspire</i>	Aboard our Inspiration class riverboat – ms <i>Inspire</i>	Exclusive gala dinner at Reichenstein Castle

\*Accommodations at time of publication



# ON OUR TAUCK BRIDGES ADVENTURES

## Included Signature Experiences

- Scavenger hunt at the Louvre
- Private capsule on the London Eye
- Speedboat ride on the Thames and outdoor London “Spy Walk” with a mix of stories and sights
- Private guided tour of the Palace of Versailles
- Montmartre walk and Eiffel Tower visit

- Arenal Skytram and zip line ride with Arenal Volcano views, and exploring hanging bridges, thermal springs, and waterfalls
- Jungle river rafting with an expert wildlife guide
- Guided tour of organic pineapple plantation
- Naturalist-guided exploration of Tortuguero Nat’l Park by boat and land

- Serenaded gondola ride in Venice
- Family-oriented art history lesson with an art historian
- Venetian mask making
- Underground visit to Orvieto’s ancient caves
- Hands-on pizza making the Italian way

- Two-night stay in Yellowstone Nat’l Park at Old Faithful Inn, steps from Old Faithful
- A real Western rodeo in Cody, Wyoming
- Visits to the Buffalo Bill Historical Center, Crazy Horse Memorial and Mt. Rushmore
- Float trip down the Snake River with a naturalist

- Visit to sled dogs in training and an Iditarod champion
- Kenai Peninsula kayaking, river rafting or hiking
- Panning for gold and jet boating in the Alaska bush
- Glacier cruise on Prince William Sound
- Visit to the Alaska Wildlife Conservation Center

- A Bratislava scavenger hunt
- Bicycling along the Danube to a country village
- Marzipan making workshop in Passau
- Medieval games at Devin Castle in Slovakia
- Pranks at Hellbrunn Castle

- Scavenger hunt at the Louvre
- Visit to top of the Eiffel Tower
- Chocolate making demonstration
- Tournon cooking demonstration
- Picnic lunch in Tuileries / Luxembourg Gardens
- Learning and playing pétanque
- Bicycling in Lyon

- Ride on the world’s steepest cogwheel train
- Pedaling past forests, vineyards and meadows along Rhine-Moselle bicycle route
- Canal boat ride through Amsterdam
- Funicular ride to Heidelberg Castle
- French lessons, songs and chocolate tasting in Strasbourg
- Swiss fondue & folklore show in Lucerne
- Creating Carnival party costumes



# TAUCK BRIDGES vs. FIT

## Why Your Clients Should Travel With Us Instead

### *With Tauck Bridges your clients...*

**Get exclusive access to places and experiences you can't get through FIT** because of our longstanding relationships around the world and deep destination knowledge

**Travel from start to finish with best-in-class Tauck Directors**, recruited for their talent in working with families... instead of facing local guide hand-offs and assigned guides of uncertain quality

**Benefit from all the Tauck Bridges inclusions**, like our handpicked local guides, gratuities, prime accommodations, excursions, virtually all meals, family-oriented activities, and much more

**Socialize with like-minded families...** giving all the generations interaction with people their own age, creating fun and lifelong friendships

**Have peace of mind knowing we're on top of all the planning, logistics, and details** from airport transfers to luggage handling, on-tour transportation, and hotel check-in and check out

**Save more** because we negotiate lower rates



**If your clients really want to be on their own, they can always book a Tauck Bridges private departure for just their group... with all the advantages of a regular Tauck Bridges vacation.**

## EXAMPLE: COST OF TAUCK BRIDGES vs. FIT

Pricing based on *Italia Bella: Rome to Venice* for a family of four (2 adults, 2 kids under 18).

Cost Component	Tauck Bridges	FIT*
<b>Meals</b> 7 breakfasts, 2 lunches, 4 dinners	<b>ALL INCLUDED</b>	\$2,250
<b>Accommodations</b> 5-star hotels, including taxes and WiFi		\$8,040
<b>Excursions &amp; Local Guides</b> Includes 7 guided tours: including specially arranged after-hours visit to Vatican Museums, 2 hands-on workshops / cooking classes and 1 private lecture		\$5,900
<b>Transportation</b> Including airport transfers, train, canal boat, gondola, and all daily transportation		\$680
<b>Gratuities</b> For all local guides, tour directors, hotel and wait staff		\$1,170
<b>TOTAL COST</b>		<b>\$17,060</b>
<b>PLUS:</b> Expert Tauck Directors accompany you from start to finish Tauck Exclusive access and authentic experiences Luggage handling at every step of the way Everything planned, arranged, and done for you	<b>PRICELESS</b>	—

\* FIT pricing is based on a total of all cost components without Tauck's benefit of scale.

# THE TAUCK BRIDGES DIFFERENCE:

## Upscale Family Travel In One Upfront Price

### *Tauck Bridges vs. Other Family Tour Operators*

	Tauck Bridges	Other Family Tour Operators
<b>Are options sold on tour?</b>	No	Yes
<b>Are exclusive experiences included?</b>	Yes	Not always
<b>Are kids forced to eat from a limited kids' menu?</b>	No	Usually
<b>Are all gratuities to Tour Director, wait staff, porters, local guides and drivers included?</b>	Yes	Not always
<b>Are River Cruises designed specifically for families?</b>	Yes	Not always
<b>Are airport transfers included, even if airfare is not purchased through tour operator?</b>	Yes	No
<b>Is WiFi free in hotel rooms?</b>	Yes	Not always

## WHY TAUCK BRIDGES IS WORTH EVERY PENNY AND MORE...

When planning vacations, many families consider only the big “starting” expenses, like airfare and hotels. Remind them, as independent travelers, they’ll also pay for gratuities, daily transportation, excursions, admission fees, local guide fees, and all meals – often in high-priced areas. Once your clients are aware of ALL costs, list out the tremendous value Tauck Bridges provides...

- **Virtually Every Expense Included in One Upfront Price**
- **No Options Sold. Ever.** ALL activities are included. We don’t sell options like other companies
- **Top Accommodations – Kid-Friendly, Parent-Approved** and personally road-tested for comfort, convenience, ambiance, and service
- **Expert Tauck Directors** accompany them from start to finish
- **Most meals – kids order from the main menu...** we don’t cut costs by forcing them to eat from a limited kids’ menu; We also offer families the flexibility of dining on their own at select mealtimes on their vacation

- **Airport Transfers** whether or not Tauck books the flights
- **Exclusive Access to Places and Experiences Available Only with Tauck**
- **All Gratuities Included** for Tauck Directors, drivers, local guides, porters, and wait staff. For a family of four traveling on their own on an 8-day European vacation, gratuities can add up to \$500; with Tauck Bridges it’s all included in one upfront price



# BENEFITS TO YOU



## HIGH SATISFACTION SCORES = REPEAT BUSINESS

Like us, you're in the trust business. Consider the repeat potential from selling a product that delivers the superior service, extraordinary experiences and great value that Tauck Bridges is known for. Given our consistently high guest satisfaction scores, you can trust that your clients will come back happy, and, most important, come back to you. And once they've experienced a Tauck Bridges family adventure, it will be easy to sell them on the many other journeys and cruises within the Tauck portfolio.

## BIG COMMISSIONS

Consider the commission potential when 50% of Tauck Bridges sales are made in bookings of five guests or more and the average price of a Tauck Bridges trip is \$5,000 per person. Think of the dollars you can earn for the effort involved! Another convenience, and time saved, is that you don't have to track down commissions in order to get paid; no invoicing is required. Because so much is included in our upfront price, commissions are paid directly to you upfront on 100% of the dollars we collect, including commission on air travel booked by us.

## ONE PHONE CALL DOES IT ALL

Less work for you! Unlike with FIT, there's no need for labor-intensive back-and-forth with clients on every single element of their travel experience, soup to nuts. No need to reinvent the wheel with every client. Plus, Tauck is 100% accountable, so if anything unexpected happens, you can be at ease. Booking your clients on a Tauck Bridges adventure means peace of mind for you and for them. They will be well cared for from start to finish.



# WHO TO TARGET

## TRAVELER PROFILE

- **Parents and grandparents of kids ages 6-16**
- **Well-educated**
- **Affluent**

## WHAT THEY'RE LOOKING FOR

**An all-inclusive, hassle-free vacation.** Many clients seek all-inclusive vacations for the ease and comfort of knowing what they're getting in one upfront price. A Tauck Bridges adventure is no different. Plus we handle all the planning, logistics, and travel details so your clients don't have to worry about a thing.

**Culturally enriching experiences.** These clients want to introduce their children and grandchildren to the history, arts, food, and traditions of other cultures, expanding their minds and horizons, and leaving behind a legacy through travel.

**A once-in-a-lifetime way to celebrate a family milestone or reunion.** Perhaps you have clients who are looking to create an unforgettable celebration for a graduation, anniversary, or birthday... or an amazing family reunion.

**FIT.** You may have clients who think they want to travel on their own, but if you educate them on the benefits and value of Tauck Bridges family adventures, you can give them a richer travel experience than they ever thought possible (see pages 6 and 10).

**Cruising.** Perhaps you have families seeking the ease and elegance of travel by ship. Many families enjoy ocean cruising, but your clients may be ready to graduate up to small ship cruising or one of our river cruises in Europe – for a more culturally enriching experience with all the enjoyment of life aboard ship.

**Wildlife encounters in the wild.** Maybe your clients want to see the “Big Five” on safari in Africa... the amazing biodiversity of Costa Rica... the unique wildlife of the Galápagos... or Alaska's rare animals and birds. We include expert guidance by naturalists, films made exclusively for Tauck by BBC Earth, and hands-on use of field equipment gadgets to bring them closer to nature.

**Great family bonding time.** Many families want their vacation to be a time to reconnect as a family through culturally enriching hands-on activities that are fun for all ages. Tauck Bridges adventures offer families a chance to disconnect from the everyday stresses and focus on discovering the world *together*.



### HAVE YOU CONSIDERED...

You may already have potential Tauck Bridges clients in your database! Think about how your clients' families have grown or changed in recent years. Are they ready for multigenerational travel?



# SELLING TAUCK BRIDGES GROUPS



## INCENTIVES FOR YOU

**We personally assist you with group sales from beginning to end.** You can count on us for marketing help, pre-/post-hotel stays, airline reservations, and protection plans.

**Get double or triple the commission with just one phone call.**



## INCENTIVES FOR CLIENTS

**Extraordinary graduation celebrations... reunions... birthdays... and anniversaries – effortlessly.** When families and friends celebrate a milestone with an enriching travel experience filled with built-in fun that every age and generation can share, it brings them closer together and creates memories that last forever.

**Book a group of 8 and the ninth travels FREE.**

If your client's group numbers exactly 8, they receive 50% off one seat at the lowest price.

**Tauck's Gift of Time of one FREE night applies to all travelers in the group if one is a past Tauck guest.** Ask your National Account Manager or go to [tauck.com/info/giftoftime](http://tauck.com/info/giftoftime) for details on how your clients can enjoy one extra night at Tauck's hotel before or after their Tauck Bridges journey. Restrictions apply.

**Hassle-free group travel.** We handle all the day-to-day details of your clients' group travel: dining arrangements, sightseeing excursions, admission fees, hotel check-in, luggage handling, special cultural events, gratuities, and much more. The peace of mind is priceless for today's busy families.

# OVERCOMING MYTHS & OBJECTIONS

## 1. Won't being on a guided trip feel like being "herded"?

No. Tauck Bridges adventures are not typical "bus tours." Traveling with us feels like embarking on an adventure with friends – led by a fun knowledgeable guide who has special "ins" everywhere you go. Our tour directors – known as Tauck Directors – are the world's best traveling companions; recruited specifically because of their knack for working with families, they have a caring approach to getting to know your clients as individuals. And so that your clients can experience every place authentically and without feeling "herded," we arrange lots of enjoyable ways to get around together, including train, jet boat, bicycle, horse-drawn carriage, kayak, river raft, and much more!

## 2. I don't want to travel with strangers.

If your clients are set on traveling alone as a family, we have a great option for them – a Private Departure. They simply purchase an entire Tauck Bridges departure and enjoy the exclusive private family vacation of a lifetime with all the advantages of a regular Tauck Bridges adventure. See page 5 for more details.

BUT many people don't realize how much fun it can be to travel with other families! Kids make friends, and so do adults. In fact, making friends with fellow guests who share the same interests enhances the experience. At the beginning of each adventure, we often see grandchildren sticking with their grandparents, but pretty soon the kids are interacting with other kids, which creates fun for all. Kids often go home having made friends they keep in touch with long after the trip is over. We find that many families enjoy a healthy break from each other as they travel, so kids, parents and grandparents are happy to have the company of other families.



## 3. Why does it cost so much?

Bottom line, every Tauck Bridges adventure is actually a tremendous value when you calculate everything that's included in the upfront price:

- Top quality accommodations in prime locations
- Most meals – plus kids are never forced to choose from a limited kids' menu.
- Best-in-class Tauck Directors accompany your clients from start to finish
- ALL activities – No options sold on tour
- Free WiFi in guest rooms where available
- ALL gratuities – For a family of four, gratuities on an eight-day vacation could add up to \$500. With us, they're included.
- Exclusive access and VIP treatment
- Privately guided tours
- High quality local guides handpicked by Tauck
- Unique cultural experiences with local experts
- ALL luggage handling
- Airport transfers to and from hotels – whether or not you purchase air through Tauck

## 4. What if my family likes having free time on vacations?

Every day includes unstructured time for families to do their own thing, balanced with our signature guided sightseeing, special activities, and insider experiences – all designed to be fun for every age. To give their families more time to explore a destination on their own, your clients can always add a pre- or post-stay.

## 5. Why would a guided family adventure be better than exploring a destination on our own?

The importance of our guides – Tauck Directors – cannot be overstated; they provide perspective and insights that create a much richer travel experience, and their knowledge and expertise make a trip run smoothly. Higher quality travel companies also supplement with local guides, whose quality varies by tour operator. So WHO you travel with is as important as WHERE you go. This is especially true in family travel because a wide range of ages and preferences is involved. Our Tauck Bridges Tauck Directors love kids, and kids are their biggest fans. We also choose the best and most family-oriented local guides. Add to that our 90 years of destination experience, and we're well positioned to help your clients make the most of their vacation.

# SALES TOOLS & RESOURCES

## TAUCK'S AGENT CONNECT our 24/7 online community for travel advisors

- Manage client reservations
- Make a payment
- Order brochures and marketing materials
- View videos and training webinars
- Edit your account profile

### How do I access Agent Connect?

Go to [tauck.com](http://tauck.com) and click on "Guest/Agent Connect Login" in the upper right corner.

### Need help?

Check out our Agent Connect training video at [tauck.com/agent/agentconnect-training](http://tauck.com/agent/agentconnect-training); or email [esupport@tauck.com](mailto:esupport@tauck.com) for technical assistance.

## YOUR TAUCK NATIONAL ACCOUNT MANAGER

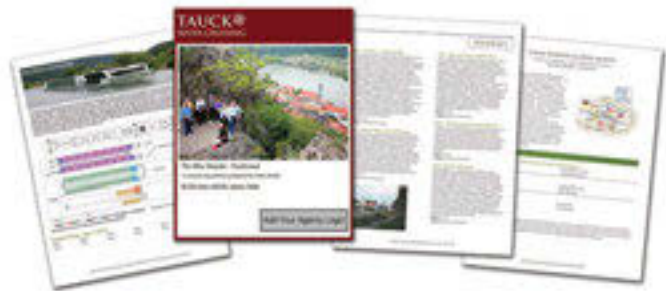
Contact your National Account Manager – your Tauck Ambassador – part of the worldwide team who will help grow your business. Since travel advisors and agency models vary widely, we'll craft a personalized action plan for you!

### Don't know your National Account Manager?

Email: [salesteam@tauck.com](mailto:salesteam@tauck.com) today!

## FREE TRIP PLANNERS

Send personalized, departure-specific Trip Planners to your clients with your Call to Action and agency logo. Click "Get a FREE Trip Planner" on every family adventure itinerary page at [tauckbridges.com](http://tauckbridges.com).



## OTHER WAYS TO CONNECT

### TAUCK Agent Rewards

[tauck.com/agentrewards](http://tauck.com/agentrewards)

Member agents earn points toward Tauck travel for every client sold and traveled on a Tauck trip – every time.



[tauckbridges.com](http://tauckbridges.com)

Everything you ever wanted to know about Tauck Bridges family adventures – from itineraries to inspiration!

Blog

[tauck.com/travel-blog](http://tauck.com/travel-blog)

Every week check out our new insider tips, photos, stories, and insights from the Tauck team.



**Important email contacts:**

Inside sales: [salesteam@tauck.com](mailto:salesteam@tauck.com)

Sales webinars: [saleswebinars@tauck.com](mailto:saleswebinars@tauck.com)

