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## " Your Guide to Working with Ensemble Travel "

*This guide is designed to help you work effectively with your new organization, and explains how you can offer exclusive value-added programs to your clients. It will also help you develop a marketing plan that will enable you to set yourself apart from the competition and close more sales.*

# ***Welcome to Ensemble Travel!***

Ensemble Travel is an organization of 1,400 forward-looking travel agencies and travel companies in the U.S. and Canada committed to success through a complete understanding of our member agencies' travel needs.

Ensemble Travel's primary goal is to produce the best sales tools, resources, and products to enable you to deliver the kind of exclusive travel experiences for your clients which exceed their expectations.

As a member-owned organization, Ensemble Travel assists travel agencies and other forward thinking travel companies by helping you direct your own future in this dynamic industry. When you actively participate in any of Ensemble Travel's marketing programs, you are making a commitment to becoming one of the elite in travel.

## ***How Ensemble Travel Benefits ATC Agents***

Ensemble Travel is a not-for-profit organization owned by our members. We are also a leader in setting the standard for marketing materials, technology tools, and educational opportunities for travel agents.

We view our relationship with ATC and its independent agents as a partnership. We will match your commitment, but we also need your best efforts so that everybody benefits — your agency, ATC, Ensemble Travel and our suppliers, and, most importantly, your clients.

## **What Does Ensemble Travel Offer You?**

### ***~~✍~~* A Rich Marketing Program**

Ensemble Travel has a highly successful and comprehensive marketing program, which should be well-suited to your individual businesses. Our overall program encompasses both traditional direct mail as well as e-mail and e-marketing tactics.

These campaigns can be used as your sole marketing program ... or can be used in conjunction with your own marketing. ATC agents are encouraged to participate in a direct mail program offered by Ensemble Travel at outstanding low prices negotiated by ATC. You may start this in Fall 2005, with a client database of at least 50 names due into ATC by July 13th (2005).

### **~~///~~ Unique Products Setting You Apart from the Competition**

Ensemble Travel is proud to provide member agents with a comprehensive product line that has top-notch exclusives, value-added amenities, and compelling reasons to book with you. These provide our agents with a unique selling advantage to create customer loyalty and to set you apart. Our unique products include The Select Traveler Hotel Connections program, hundreds of hosted cruises with special events and excursions, and exclusive group cruise and tour programs.

### **~~///~~ Online Technology For Today**

Ensemble Travel has created two new web sites that work together. The first is a consumer site that can be customized for your business and added as a link to ATC's e-Suites program. This site merchandises Ensemble Travel preferred suppliers only to drive consumer sales to where you make the highest commissions. These will be available to you in July (please contact Ross Herman to get yours).

Our member-only Extranet provides the same information, but also includes everything a frontline agent needs to know ... including booking instructions, supplier contacts (for additional information) and who to call at Ensemble Travel should you need assistance. Access the Ensemble Travel extranet anytime you need helpful information about Ensemble offers, suppliers, and other pertinent information.

You can access the Ensemble extranet site by going onto [www.tvl2000.com](http://www.tvl2000.com) and clicking on Member Services - Consortia. You will need to have a unique user name and password to log in for using the Ensemble extranet. Please contact ATC about getting your login codes. ATC will take your name and submit it to Ensemble, which will, in turn, notify ATC of everyone's user name and password. When you get your password from ATC, you may then go into "Account Information" and change your password to one that you will easily remember.

In addition, both of the agent (member-only) and client web sites have significant search functions, allowing you to quickly locate the best specials or the highest-commission products in a few seconds. The Extranet also lists training opportunities, upcoming trade shows, future Ensemble Travel promotions, and other agent-pertinent information.

### ***✂✂* Staying On Top Through Education & Training**

From our National Conference (this October, October 19-22 in Anaheim, CA), to Regional Forums, to sponsored trainings done by The Travel Institute, to weekly WebEx trainings, Ensemble Travel makes sure you have the information you need to provide great service to your clients.

## ***Helpful Programs to Meet Your Needs***

### ***✂✂* Cruise and Land Vacation Partners**

Ensemble Travel's Preferred Supplier list is exceptionally strong and is focused on the best 40+ tour and cruise suppliers in the industry. We believe these suppliers will serve the majority of your clients' needs, the majority of the time. ... as well as being chosen due to their willingness to support Ensemble Travel and its members through competitive commissions, exclusive offers, marketing support, and training (see listing & commissions on pp 8 and 9).

### ***✂✂* Ensemble On Location - In Destination Specialists**

Ensemble Travel currently has more than 20 in-destination specialists in our Ensemble On Location Program, and more are on the way. These specialists can arrange those one-of-a-kind experiences that enrich your clients' vacations and create a very special relationship between you and your client. So, whether you need a helicopter in Alaska or lunch at the House of Commons in London, Ensemble Travel has an expert to help you.

To find a in-destination specialist, click on the On Location tab at [www.ensembledirect.com](http://www.ensembledirect.com) (on the ATC agents site).

### **Ensemble Travel Villas & Vacation Homes**

Ensemble Travel offers you hundreds of ENSEMBLE Villas and Vacation Homes around the world for your clients' pleasure. These hand-picked properties are located throughout the Caribbean, France, Italy, Hawaii, and the mainland U.S.

ENSEMBLE Villas and Vacation Homes are wonderful options for the CEO or celebrity who wants seclusion, a client looking for a special pre- or post-cruise extension, or families arranging that unforgettable multi-generational reunion.

Through Ensemble Travel, you can offer a special add-on package, as well as a special amenity, to give your clients a simple choice to enrich their vacation experience.

### **200+ Luxury Hotels Stand Ready to Serve Your Clients**

Our impressive ENSEMBLE™ Hotel & Resort Collection includes fabulous 4-star and 5-star properties worldwide that offer your clients special recognition upon check-in, a special amenity, and upgrades. We also offer early check-in and late-check out, when available — especially convenient for pre-and post-stays attached to a cruise, for clients who want a special weekend away, and for executives traveling on business. Booking instructions (GDS or via phone) can be found at [www.EnsembleTravel.com](http://www.EnsembleTravel.com).

### **Car Rental Partners Who Want Your Business**

Avis and Budget are Ensemble Travel's domestic car rental partners. They have many special programs that can increase your commissions. Choose Avis for upscale clients, Budget for clients with more moderate needs, and Auto Europe for the continent.

## **2004 Ensemble Travel Exclusive Programs**

### **~~✍~~ Hosted Cruises**

Ensemble Travel offers almost 350 hosted cruises each year, providing your clients with a number of exclusive services, such as a personalized letter and phone call from the host, an invitation to a private onboard cocktail party, and a complimentary "Select Experience" Shore event in one or more ports on the itinerary. On a full World Cruise, your clients will enjoy a private, hosted welcome dinner and special gifts, such as a Select Traveler tote bag, pre-stamped postcards following their shore event, and either a dinner event or an overnight excursion.

These added values are compliments of your agency (please note that all Ensemble Travel members must participate in a direct mail marketing program, or an e-marketing program, which ATC has chosen to do.

### **~~✍~~ Special Amenity Cruises**

We offer 500+ cruises which include a special, exclusive gift for your clients. Amenity programs include complimentary and exclusive shore excursions (not available to other passengers) on a large number of sailings. These added-value exclusives are provided by Ensemble Travel at no cost for ATC and they can be used to offer to your clients on many hundreds of sailings a year, enabling ATC agents to provide programs over and above what your traditional agency and online competition can.

These complimentary amenities include: hosts on board for almost 350 sailings, welcome cocktail parties, deluxe shore excursions, and, depending on various cruise lines, significant amounts of prepaid gratuities, spa credits, shipboard credits, gifts, group discounts on key cruise lines for single cabin bookings, commissions *starting* at 15% to 17% on various cruise lines sailings, and other promotions.

Here is a sample of what your clients can receive on specific cruise lines:

#### o Luxury Lines:

- ~~✍~~ 30 Crystal sailings, 66 Radisson sailings, and 16 Windstar sailings offer pre-paid gratuities
- ~~✍~~ All QM2 crossings feature a Canyon Ranch Spa Credit
- ~~✍~~ A Sea Dream special promotion on many sailings

- Premium Cruise Lines:
  - ~~✍~~ 200 Princess group sailings offer shipboard credits and/or a special gift.
  - ~~✍~~ With Holland America, we have negotiated 52 specific sailings for 2005 in which our members will earn 16% or 17%, on itineraries in Alaska, Caribbean, and Europe.
  - ~~✍~~ Oceania and Star Clippers offer an assortment of promotional offers on their more unusual itineraries.
  
- Moderate Cruise Lines:
  - ~~✍~~ There are a number of Royal Caribbean and Celebrity cruises where Ensemble Travel has negotiated EZN group rates that you may offer to your individual clients.
  - ~~✍~~ This means that your agents may book just one cabin on the appropriate dates and receive the group discount, typically in the range from 30-40%. This will enable you to compete with anybody, including the big online agencies!
  - ~~✍~~ We've also got a 2-category upgrade program with Royal Caribbean and Celebrity, as well, which covers around 100 sailings in 2005 and into 2006.
  - ~~✍~~ Celebrity, Disney, NCL and RCI also give shipboard credits, upgrades, gifts and savings certificates.

Finally, to demonstrate our clout in the industry, Ensemble Travel has been named the Top Performing Nationwide Agency Group in 2004 by both Royal Caribbean and Celebrity Cruise Lines and ranks in the TOP 3 with virtually all other lines!

You can find all of these special Ensemble Travel cruises by searching for them on our agents only extranet (remember to get your login codes from ATC/Ensemble - see page 3). Use the search feature to find cruises in the time frame that your clients are requesting. For any value-added shore excursions and gifts that are listed on the particular cruise that you book for your client, you will need to fill out a form that is referred to in the "details" section for each sailing. Book the cruise first and then submit the form. Ensemble Travel shore excursions are filled out online and sent in electronically - gifts (such as Princess bath robes) have forms you print out, fill in, and then fax to the supplier. These forms must be filled out to get the amenity (ies) for your clients!

## ***ENSEMBLE Preferred Suppliers - Cruise Lines***



### **✍✍ Cruise Lines**

### **Commission Levels**

<b>✍✍ Celebrity Cruises</b>	<b>10 - 16%</b>
<b>✍✍ Clipper Cruise Line</b>	<b>12%</b>
<b>✍✍ Crystal Cruises</b>	<b>12 - 17%</b>
<b>✍✍ Cunard Line</b>	<b>10 - 15%</b>
<b>✍✍ Disney Cruise Line</b>	<b>10 - 16%</b>
<b>✍✍ Holland America Line</b>	<b>10 - 16%</b>
<b>✍✍ Norwegian Cruise Line</b>	<b>10 - 16%</b>
<b>✍✍ Oceania Cruises</b>	<b>12 - 18%</b>
<b>✍✍ Orient Cruise Line</b>	<b>12.5 - 15%</b>
<b>✍✍ Princess Cruises</b>	<b>10 - 15%</b>
<b>✍✍ Radisson Seven Seas</b>	<b>12 - 15%</b>
<b>✍✍ Royal Caribbean Intl</b>	<b>10 - 16%</b>
<b>✍✍ Seabourn Cruise Line</b>	<b>12 - 14%</b>
<b>✍✍ SeaDream Yacht Club</b>	<b>13 - 16%</b>
<b>✍✍ Silversea Cruises</b>	<b>13 - 15%</b>
<b>✍✍ Star Clippers</b>	<b>14%</b>
<b>✍✍ Uniworld</b>	<b>12 - 14%</b>
<b>✍✍ Viking River Cruises</b>	<b>12 - 14%</b>
<b>✍✍ Windstar</b>	<b>10 - 16%</b>

Note: supplier list & commission levels are accurate as of May 2005. Ensemble is required to list a range of commissions on this chart. For any cruise line where there is a range, say 10-16%, ATC agents will receive the current commission level that ATC has attained with the particular cruise line, and may bump up a level or two if the Ensemble Travel program is higher. Also, please note that it is wise to check with each cruise and tour company when you are making your reservations to ensure that they have noted the switch in their internal systems and that ATC is now recognized as part of Ensemble Travel.

## **Preferred Suppliers - Tour Operators**



### **Tour Operators & Wholesalers**

### **Commission Levels**

<b>Abercrombie &amp; Kent</b>	<b>5 - 14%</b>
<b>American Orient Express</b>	<b>12%</b>
<b>African Travel</b>	<b>10-14%</b>
<b>Avanti</b>	<b>10 - 15%</b>
<b>Brennan</b>	<b>15%</b>
<b>Brewster</b>	<b>10 - 15%</b>
<b>Classic Custom Vacations</b>	<b>12 - 15%</b>
<b>Club Med</b>	<b>12 - 17%</b>
<b>DER &amp; Rail Europe Group</b>	<b>10 - 15%</b>
<b>Diesenhuis USA</b>	<b>17%</b>
<b>General Tours/TBI Tours</b>	<b>15%</b>
<b>Globus &amp; Cosmos</b>	<b>13 - 18%</b>
<b>GOGO Worldwide</b>	<b>10 - 14%</b>
<b>Intrav</b>	<b>12%</b>
<b>O. A. R. S.</b>	<b>10 - 18%</b>
<b>Pacific Delight</b>	<b>10 - 13%</b>
<b>Princess Tours</b>	<b>10 - 15%</b>
<b>Qantas Vacations/Jetabout</b>	<b>10 - 14%</b>
<b>Resort Quest International</b>	<b>11 - 15%</b>
<b>Runaway Tours</b>	<b>12 - 14%</b>
<b>Swain Tours</b>	<b>12 - 14%</b>
<b>Sports Empire</b>	<b>12%</b>
<b>Tauck World Discovery</b>	<b>11 - 12%</b>
<b>Travel Bound</b>	<b>5 - 14%</b>
<b>Walt Disney Travel</b>	<b>10%</b>

Note: supplier list & commission levels are accurate as of May 2005.

## ***WHO TO CALL ..... for questions***

Please note that adding several hundred independent agents from ATC into the Ensemble program is similar to adding several hundred new agency members into the Ensemble Travel organization and this will dramatically impact the schedules of our support staff. Please communicate any questions to your contacts at ATC headquarters, who will, in turn, communicate with Ensemble staff to answer you in a timely manner.

This will enable Ensemble to give you best service... if you can't find the answers in this Guide to Working with Ensemble Travel or in our Marketing Programs handout.

### ***One Last Thing....***

Please join us at Ensemble Travel's International Conference in Anaheim, California, October 19-23, which has the following theme ...

**"Connect. Excite. Accelerate. Succeed."**

--- To be held in Anaheim, California at the Anaheim Marriott ---

In addition to the keynote address by Sir Sidney Poitier and other presentations by industry executives, the 2005 Ensemble Travel International Conference will include 3 days of learning and interaction, with demos featuring new and enhanced technologies; "best practices" training workshops from sales, marketing, and business experts; and a focus on the Ensemble Travel portfolio of exclusive products and programs.

A private event held in an exclusive section of Disney's™ California Adventure Park will officially kick off the series of evening activities on Oct. 20.

ATC agents can register online via [www.ensembledirect.com](http://www.ensembledirect.com) where they can link to a dedicated Web site for all conference-related issues, including hotel accommodations. An early registration fee of \$149 is available for members until Aug. 31, 2005. For those members registering after Aug. 31, the rate is \$199. For more information, call (800) 442-6871, Ext. 224.

***... and ... Thank You!***

... for giving us the opportunity to present the benefits of being an Ensemble Travel member.

We are proud to have

## ***America's Travel Companies***

and its dedicated agents in the Ensemble Travel organization as proactive team members.

