



## ***Benefits of Using a Travel Agency/Agent***

### ***1. Save Money***

A good travel agency/agent can save you 10-15%. Saving money is not just about price. It's also about "Value". "The Cheapest is not always the best".

### ***2. Save Time***

A good travel agency/agent does the work and has the insight to match the right travel product at the right price with the appropriate need. "Remember your time is valuable".

### ***3. Provide Traveler Advocacy***

A good travel agency/agent will provide safety/security information, explain insurance needs and be a resource to call in an emergency. Your best interests are their priority.

### ***4. Provide Product Knowledge & Expertise***

A good travel agency/agent provides knowledge and expertise by being active in the industry, participating in educational opportunities and being certified or accredited.

### ***5. Provide Service***

A good travel agency/agent will seek to establish an individual lifestyle profile so as to provide personalized service. "The best agents are those seeking to establish "a long term relationship with a client, not just to make a sale".

***Choosing a Good Travel Agency/Agent is much like choosing a real estate agent, lawyer or other long-term professional advisor. The one who provides the best combination of quality, price and service is the one you should select.***

***Be Knowledgeable and Ask Questions!***

### **Identify your own needs and expectations:**

- Clarify the main purpose of your travel. Is it business, pleasure, romance, high adventure, rest and relaxation, or a sudden emergency?
- Decide where you want to go and when.
- Identify how many people will be traveling with you.
- Decide on your mode of transportation. (Airline, cruise, rental car, charter bus or a combination.)
- Try to set a realistic budget.
- Determine which services you will need an agency/agent to handle (hotels, car rental, tours, land or cruise packages, travel insurance).
- Determine if you require specialized travel service.
- Gather advice from friends and relatives who use a qualified agency/agent they trust (word of mouth is often the best source).
- Make a few calls to agencies and set up an appointment. Check out their web site and other advertising media including e-mail marketing.
- Start planning as far in advance as possible to avoid the stress and high cost of

last minute travel arrangements.

### **Identify what you should expect from a Travel Agency/Agent:**

- The agency should be licensed, accredited, or affiliated with other large franchise groups or consortia. (Cruise Holidays International, CLIA-Cruise Lines International Association, Carlson Wagonlit). The agents should be certified and knowledgeable travel experts (CCC- Certified Cruise Counselor, CTC- Certified Travel Counselors). "Accreditation builds trust and credibility".
- The agency should have access to systems that provide the most up to date information on how to get you the best value for your vacation investment/reward.
- The agency should be able to provide an abundance of resource materials (books, DVD's, Video's, that are available for loan). Agents should be well informed and attend trade shows and familiarization trips regularly.

- The agency may specialize in certain types or areas of travel (cruises, packaged land vacations, conference travel, family travel, disabled travel).
- The agency should provide traveler advocacy. Your best interest should be a priority. The agency should belong to the B.C. Consumer Protection Branch that protects your travel investment in the event of travel supplier issues. They should have a toll free number and be available 7 days a week for access in an emergency? The agency should provide Travel Insurance information and support? They should review both their policies and those of the travel suppliers so you understand the contract details clearly.
- The agency should be able to provide you with both client and supplier references if requested.
- The agency should provide individual personalized service. A good agency will know your flexibility and become familiar with your travel and travel supplier preferences. The agency keeps track of your frequent flyer numbers, payment options, dietary needs, seat

selection, airline and hotel preferences, smoking or non-smoking, and advise you of lower fare possibilities or any changes to your itinerary or tickets.

**Travel Agencies/Agents are the leading distributors of travel products and services. They book 70% of all air travel, 30% of all hotel reservations and 95% of all cruise reservations.**

***At Cruise Holidays of Port Coquitlam we specialize in Cruise and Land Vacation Packages.***

#### **Why Choose to Cruise?**

- Choose to cruise for **VALUE**. One price includes so much.
- Choose to cruise for **ROMANCE**. Weddings, Honeymoons or Romantic Relationships.

- Choose to cruise for **CUISINE**. Tantalize your Taste Buds.
- Choose to cruise for **VARIETY**. So many Ships and Destinations
- Choose to cruise for **ACTIVITIES**. As much or as little as you choose.
- Choose to cruise for **SIMPLICITY**. Relax, be Stress Free
- Choose to cruise for **NEW HORIZONS**.
- Choose to cruise for **FAMILY**. Family Holidays and reunions.
- Choose to cruise for **PAMPERING**. First Class Service.
- Choose to cruise for **SATISFACTION**. Be highly Satisfied with your Vacation Experience.

#### **CHOOSE TO CRUISE FOR YOU!!**



***TAKE A VACATION FROM PLANNING YOUR VACATION AND LET 'CRUISE HOLIDAYS' OF PORT COQUITLAM BE YOUR AGENCY OF CHOICE.***



*Relax...you're with us*

**CLIA**  
CRUISE LINES INTERNATIONAL ASSOCIATION  
A member in good standing.