

FIT - JacTravel

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What are FIT's?

- ▶ Fully Independent Travellers or Free Independent Traveller.
- ▶ They avoid group tours.
- ▶ Have an above average income.
- ▶ Range from Millennials - retirees.
- ▶ Like to plan as much as they can.
- ▶ They still use travel agents.
- ▶ Do not like a strict schedule.
- ▶ 2 - 10 people are classed as FIT - Couples, families(Parents, Grandparents & kids).

Who are our clients?

- ▶ 84% of our agents are from Europe.
- ▶ Remaining is made up of Australasia, SA, Canada & US.
- ▶ Top 10 are German, Swiss & French
- ▶ 59% Scotland
- ▶ 35% England
- ▶ 6% Wales & Ireland
- ▶ Dertour
- ▶ Tui
- ▶ Wolters
- ▶ Falcon
- ▶ Royal Irish
- ▶ Comptoir
- ▶ Air Canada
- ▶ Flight Centre
- ▶ Brittany Ferries

What we sell?

- ▶ Car touring - Best seller - 7 - 21 day tours - UK & Ireland
- ▶ Accommodation only - mainly hotels
- ▶ Eurostar
- ▶ Tailor Made bookings - adhoc requests - VIP
- ▶ Sports bookings - Tickets etc.....
- ▶ Extra Services - Restaurants, attractions, car hire, chauffer's, guides, coaches, day tours
- ▶ Self Catering accomodation

Sample Itinerary

- ▶ **Day Itinerary** **Hotel Location**
- ▶ 1 Arrival in London - City Sightseeing
- ▶ 2 City Cruise & Royal Botanic Gardens & Hampton Court Palace
- ▶ 3 Strawberry Hill House & Gardens - Windsor Castle - Cliveden
- ▶ 4 Newbury - Highclere Castle - Bombay Sapphire -
- ▶ 5 Salisbury Cathedral - Stonehenge
- ▶ 6 Courts Garden - Castle Combe - Westonbirt, The National Arboretum
- ▶ 7 Discover the Cotswolds villages, parks & walks
- ▶ 8 Roman Baths - Bristol - Departure

How we sell?

- ▶ Selling B2B so no direct contact with clients.
- ▶ Dedicated sales team - multilingual.
- ▶ Specialist Product team developing tours.
- ▶ Excellent local knowledge ie. Wales specialist.
- ▶ E shots, special offers, brochure & websites
- ▶ Trips overseas to see agents.
- ▶ Attend all the key trade shows - WTM, Expo, Explore GB, BTTS & GEM

How we contract?

- ▶ Suppliers easy to work with are the best 😊
- ▶ Can offer great rates - commission or discounted retail rates.
- ▶ Payment terms are key - invoice or V Card.
- ▶ Cancellation terms - longest term possible, 24 - 72 hours ideally.
- ▶ Voucher exchange or reference number to send to our clients for entry to attraction or service.
- ▶ Terms are not set - can be negotiated.
- ▶ Great relationships with suppliers.

Contract Renewals

- ▶ Start to gain rates and negotiate in May.
- ▶ If rates not available we ask for a rough idea as a % to help us quote.
- ▶ Bookings start to come in around October.
- ▶ Images
- ▶ Booking changes

Thank you & Questions

Thank you to Flo & team giving me the opportunity to speak to you all.

Questions?