



collette

Group Travel Guide



Table Mountain, Cape Town, South Africa



An aerial photograph of a coastal city, likely Sydney, Australia, viewed from a high vantage point on a rocky hill. The foreground shows rugged, moss-covered rocks and green vegetation. The middle ground features a dense urban area with numerous buildings, roads, and green spaces. In the background, a large body of water (the harbor) stretches towards the horizon, with distant islands and hills visible under a clear blue sky.

The Right Tours for Your Group & the Right Tools for You

**At Collette, we see you as an extension
of the Collette family.**

The past two years have introduced challenges that tested us all. We forged ahead led by our values and thankful for partners like you. We could not do what we do without you.

And now – your groups are ready to travel again and we are so excited to partner with you and once again travel together.

To help serve you better, we've designed this guide with your needs in mind. In the pages, find information on our latest marketing resources, and ways to earn more.

Happy reading – and thank you for your continued partnership. It means the world to us.

MAKE THE MOST OF Your Guide

We've designed our group travel resource guide to make your life easier, and to help you earn more money.

GROUP TRAVEL RESOURCES

- | | |
|--------------------------|--------------------------|
| ① Why Collette? | ④ Earn More Money |
| ② Group Travel Resources | ⑤ Complete List of Tours |
| ③ The Best Experience | |



TOP 10

Reasons to work with Collette

1

You get a local Collette representative to help you plan and promote your tour.

6

Guaranteed land and air rates before deposit due dates.

2

Risk-free group reservations with no minimum number of travellers.

7

You earn more:
The more you book, the more you earn.

3

No upfront deposits to hold group space.

8

Expertise with North America's longest running tour operator, leading group tours since 1918.

4

Hometown pickup for all air-inclusive tours, on groups of 10 or more.*

9

Free \$50,000,000 professional liability insurance coverage.

5

Free personalized marketing support to help spread the word, including your own webpage.

10

Industry-Leading Cancellation Waiver
During COVID-19, Collette issued over \$230 million in cash back refunds.

**Certain restrictions apply, call for details.*

We Make Group Travel Easy

We are by your side every step of the way.



Relax, We're On It.



PERFECTLY BALANCED TOURS

INCLUSIVE TOURS + LOCAL IMMERSION

Comprehensive tours include must-sees as well as cultural immersion and local engagement. Incredible inclusions are perfectly balanced with free time, choice, and flexibility so you can blaze your own trail.



BOOK WITH CONFIDENCE

GUARANTEED DEPARTURES

Groups can choose from thousands of guaranteed departure dates. Reserve with complete confidence as these departures are guaranteed to operate.



TRAVEL PROTECTION

PEACE OF MIND

Our industry-leading, worry-free travel protection plan offers you a **full refund** unlike many plans that only offer a voucher. Cancel for **any reason** right up to the day prior to departure.



TRANSPORTATION PACKAGE

INCLUDED PERSONAL TOUCHES

Leave the hassle of getting the group to the airport behind. Enjoy round-trip home to airport transportation with the purchase of air. It's the perfect way to begin (and end) their journey.

LOYALTY PROGRAM

RECOGNIZING LOYAL AGENTS AND TRAVEL ADVISORS, GROUP LEADERS, & TRAVELLERS

We are currently revamping our loyalty program to reward you more!
Stay tuned to hear more about the great changes coming to our Passport Club!

Your Team for a Successful Trip



PRE-TOUR ROLES

Business Development Manager (BDM)

Your Business Development Manager is a local representative that will ensure you plan a successful trip.

They will help you:

- ✓ Choose the perfect tour for your group
- ✓ Find the right balance of free tours and revenue earned
- ✓ Get the marketing support you need, including brochures and a webpage
- ✓ Do virtual and in-person meetings for your group

Customer Relationship Specialists (CRS)

We have a dedicated team of Customer Relationship Specialists inside the Collette Group Department to assist you.

Behind the scenes, they are:

- ✓ Your helpful resource for all your questions and needs
- ✓ Coordinating the group details in order to provide a smooth experience
- ✓ Providing pertinent information to you about your group's trip throughout the process

Group Leader

The Group Leader's role is to create excitement around the trip.

- ✓ Send out personal invites to anyone and everyone to join
- ✓ Leverage their platforms to promote your tour – in newsletters, at events, wherever your audience presides
- ✓ Post the tour on all social media and websites
- ✓ Schedule an in-person and/or virtual presentation with your BDM



ON-TOUR ROLES

Tour Manager

Our Tour Managers are like good friends who know the area... and they love to show your groups around – bringing charm, humour, and an endless stream of local insight on tour.

Group Leader

Once on tour, a Group Leader's role is first and foremost to have fun and spend time enjoying the tour alongside your travellers. They may also:

- ✓ Recognize any birthdays or anniversaries occurring while on tour.
- ✓ Ensuring your travellers feel a sense of community during their journey.

Emergency Team

While on tour, our team is there to support you no matter what, 24/7, all year long.



What You'll Get with Collette



We're Always Looking Out for **Your Reputation**

When you book a group with Collette, you'll get a risk-free reservation, every time. With **no group deposit and no minimum number of travellers**, you have every reason to start planning now.

Add our **industry-leading travel protection** for an extra layer of comfort. It's simple: You cancel, and you get your money back. Any reason, every tour. No blackout dates or restrictions. Cancel for any reason (bad hair days apply) up to 24 hours

before your tour leaves and get a full money-back refund minus the travel protection plan fee itself.

Collette issued a **record-breaking \$230 million back to travellers** during the COVID-19 pandemic.

(Did we mention groups are also protected by **free \$50 million professional liability insurance coverage**?)



📍 Plitvice Lakes, Croatia



📍 Sahara Desert, Morocco



📍 Monteverde, Costa Rica

Dedicated Expertise

We're here for you and your travellers, every step of the way. We've got the largest team in the travel industry with **a dedicated team** that specializes in booking groups to make sure that when you book your group's trip, it's quick and easy.

Our marketing team has got your back, too! Collette will provide **FREE personalized materials like trip flyers, webpages and social media collateral.**

Why Travel with Us?

Start to Finish, We Take Care of **Everything**

Planning your travel can feel overwhelming, and Collette's here to solve it. Let us focus on the logistics of arranging transportation, accommodations, meals, sightseeing, and immersive experiences. You want to focus on the incredible times ahead. Collette guided tours are the best way to travel, hands down.





Mt. Fuji



ALL YOUR LOGISTICS ARE HANDLED.

We believe that the only thing you should be planning on is enjoying yourself, so we'll take care of the transportation and logistics all during your tour.



YOUR ACCOMMODATIONS ARE ARRANGED.

Stay in 4-star and above accommodations throughout your trip, with expertly paced itineraries keeping one-night stays to a minimum.



PLENTY OF MEALS ARE INCLUDED.

To get a true taste of a destination, you need to sample it, which is why each tour includes many delicious meals, along with culinary experiences designed to delight your palate.



YOUR TRAVEL ITINERARY IS HONED TO PERFECTION.

Our handcrafted tours are planned by industry experts who walk the streets and experience them. We perfectly balance tours between must-sees, cultural experiences, and plenty of free time.



PLENTY OF CHOICES YOU CAN MAKE.

With 160+ tours, four different travel styles, and the all new Explorations, you can pick your ideal travel experience.



FLEX YOUR CREATIVE PLANNING MUSCLES.

Make your trip your own with It's Your Choice, optional experiences, pre- and post-night stays, tour extensions, and more.




WE'RE IN THIS TOGETHER.

We're all behind you – before your tour, during, and after. Our 24/7 customer support is ready to guide you on your perfect tour.



Travel You Can Feel Good About

 Banff, Canada

Family First

We've been owned by the Sullivan family for three generations. And at our core has been a family spirit that guides everything we do. Employees, group leaders, travel agents, business partners — you're a part of this. We exist to make you happy, because you're family.

Travel for Good

We believe that travel should be a force for good. With our Social Responsibility program, we strive to make positive contributions in our local and global communities. From hunger to our carbon footprint and responsible tourism — every day we show up to protect the world that gives us so much.

Group Booking Timeline

**START
HERE**

Selling groups is as easy as following this map. Use our step-by-step timeline to guide you into booking a group tour, promoting it, and making the most out of the whole experience.

AND REMEMBER: With Collette, you never have to put any money down for group bookings.

GETTING STARTED

12-24 months
prior departure



Meet with a Business Development Manager



Reserve space and design the promotion plan



Schedule travel presentation



Connect with a Client Relationship Specialist



Approve flyers



Receive promotional materials

PROMOTING YOUR GROUP



Bookings to be received with deposits



Host Travel Presentation (Virtual and in Person)



Promote with social media & newspapers



Promote with digital flyer



Promote with flyers

PREPARING FOR YOUR TOUR



Final payments are due



Maintain excitement



Receive documents



Leave for Tour
The Trip of a Lifetime – You will find every detail is handled for you...

AFTER YOU RETURN



Your BDM will be in touch to help you select your next group (start back at 1)

To learn more, or to set up a one-on-one groups information session, contact your **Business Development Manager**.

More @ collette.com

See What's On Every Tour

Our website features expansive information on every one of our tours. Read reviews and travel tips, view accommodation details and extension options, and so much more.



Connect with Collette

Find out what the Collette community is buzzing about on our social media pages. More than posts and comments, our social media sites are a forum for travellers to interact, engage and inspire.

SEE OUR TOURS THROUGH THE TRAVELLER'S LENS.

Get a taste for what's on tour with recent snaps from our travellers on Instagram. Search #GoCollette.

READ WHAT OTHER TRAVELLERS ARE SAYING.

There's nothing quite like an unfiltered, first-hand opinion for making a purchasing decision. We're proud of our reputation and recommend checking out our 300+ reviews at:
Facebook.com/GoCollette/Reviews

LEARN MORE TO SELL MORE.

Traveller stories to expert tips, destination highlights and so much more, our blog features articles that will give you greater understanding of Collette and our tour destinations – making it easier to sell our tours and make more money. Read our blog at GoCollette.com/Travelling-Well.

 facebook.com/gocollette

 YouTube.com/gocollette

 [@gocollette](https://Instagram@gocollette)

 [@ColletteTravel](https://Twitter@ColletteTravel)

 4.8 ★ [Facebook Rating](#)

Group Marketing Resources

Access to the Travel Professional Portal

Our portal allows you to access your traveller's booking information and general group status. And the best news about this portal? It's constantly improving!



Marketing Materials

We're here to help you get the word out with free personalized e-flyers, print flyers, posters, postcards, and your own webpage. We can provide you with all the tools your group needs to reach their entire database.

Online and Travel Night Presentations

Our educational presentations allow your guests to learn more, get acquainted with one another, ask questions, and most importantly, get excited! Plus, share the recording with travellers that can't attend the live presentation.



3

The Best Experience

Hoi An, Vietnam Cooking Class



The Best Experience for **Your Group**

Collette is an innovator in the industry, offering comprehensive destination experiences for your groups, including the must-sees as well as cultural immersion and local engagement. With well-balanced itineraries, groups can expect to be wowed by incredible inclusions perfectly balanced with free time, choice, and flexibility.

See more at collette.com/more

More Included

We're not just taking you on a tour, we're making it a travel experience you'll never forget. What does that mean for you? More iconic must-see sights and more cultural immersion selected by our experts. More meals at local restaurants, and more authentic dining experiences. 4-star and above accommodations, strategically selected to capture the destination.



📍 Black Sand Beach, Iceland

Must-Sees

They're called "must-sees" for a reason. Our carefully crafted itineraries include those iconic, can't-miss sights for each of our incredible destinations.



📍 Powhiri Ceremony, New Zealand

Cultural Experiences

Our cultural experiences, hand-crafted by our experts, allow you to truly get to know both the destination and the people who call it home.



📍 Kakslauttanen Arctic Resort, Finland

Accommodations

We carefully choose each 4-star hotel to enrich your experience, making sure they're located in strategically selected spots that capture the destination.



📍 Paella Demonstration, Spain

Culinary Inclusions

Meals become memorable moments. Our meals are culinary experiences that allow you to explore new cultures in an engaging, not to mention flavourful, way.

What do you look for in a tour?

A chance to unpack just once and stay awhile?
Some must-sees paired with local engagements?
Sailing the most stunning waterways in the world?

We've got a tour for that.

📍 Nova Scotia, Canada



CLASSIC

Iconic Sights, Enriching Experiences

- **Ideal for seeing the world's iconic destinations.**
- Average group size: 33 travellers.
- 100+ globe-spanning tours: from close to home to a world away.
- Preferential access to sights means you'll skip the line and spend more time discovering.
- Hit all the highlights at a value-minded price.

📍 Nice, France



SPOTLIGHTS

Go In Depth, Unpack Just Once

- **Ideal for overpackers, urban explorers, and cultural deep-divers: unpack once at a centrally located hotel.**
- 5-9 day stays make great getaways.
- Perfectly choreographed itineraries balance free time with fuller days.
- Know where the locals go with a guide by your side.

SMALL GROUP EXPLORATIONS

A Connection to Culture

- **Ideal for the culturally curious: come home with stories you can't wait to tell.**
- Average group size: 16 travellers.
- Say "yes" to unique experiences you'd be hard-pressed to find on your own.
- Hotels that perfectly capture the local vibe mean your exploration never stops.
- Travel today, improve tomorrow with socially responsible Impact Moments and carbon offsetting.

📍 Chobe, Botswana



📍 Istrian Peninsula, Croatia



CRUISING

Explore the World's Scenic Waterways

- **Ideal for those who think some of the best sightseeing comes from the deck of a boat.**
- Step off the boat and right into the culture with included onshore excursions and experiences.
- Many exclusive departures mean you and your fellow Collette travellers are the only ones on board.
- Private yachts to small ships, iconic rivers to open sea: see the world by water.

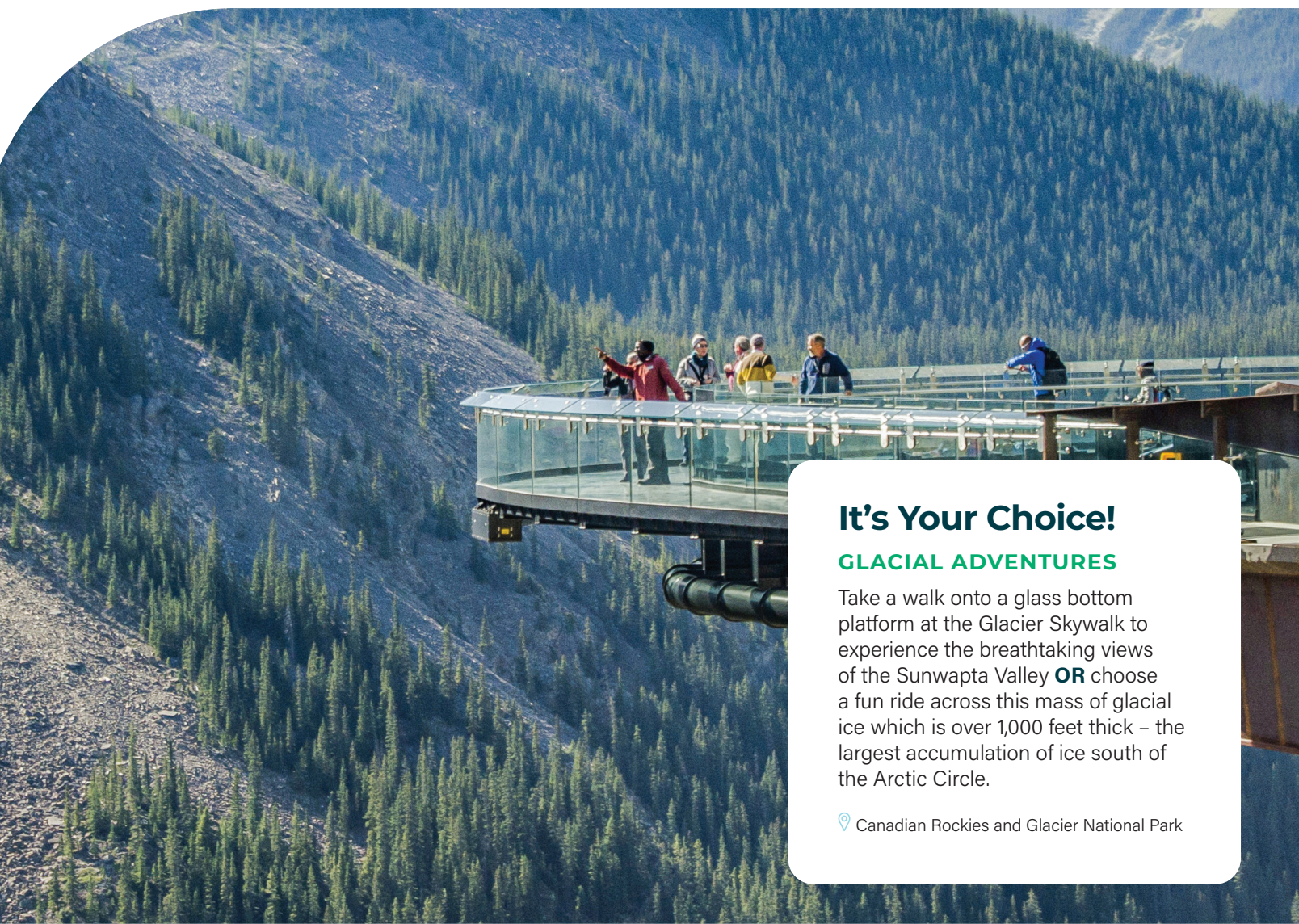
📍 Fatima, Portugal



FAITH

Spiritual Journeys

- **Ideal for those who wish to connect with their faith on a deeper level.**
- Reverent and reflective: from shrines & holy sites to included Mass on many tours.
- Take a personal pilgrimage: walk in the footsteps of your faith's forefathers.
- Modest 3-star accommodations capture the humble surroundings in which they sit.



It's Your Choice!

GLACIAL ADVENTURES

Take a walk onto a glass bottom platform at the Glacier Skywalk to experience the breathtaking views of the Sunwapta Valley **OR** choose a fun ride across this mass of glacial ice which is over 1,000 feet thick – the largest accumulation of ice south of the Arctic Circle.

 Canadian Rockies and Glacier National Park

It's Your Choice

Enjoy more freedom to explore

Everyone's road is different, and that's why Collette offers It's Your Choice excursions. Many of our itineraries now feature different paths you can take. Before your departure, simply select the included excursions that best suit your interests. On select days, you'll set out on these customized included experiences.



UNCOVER CLOUD FORESTS

Join an expert for a leisurely paced "Hanging Bridges" walking tour to gain a different perspective of the cloud forest's lush ecosystem **OR** take an exhilarating ride on one of the longest canopy zip line tours in Costa Rica.

 Tropical Costa Rica



BIRDWATCHING & BOB'S PEAK

Meet some fuzzy and feathered new friends on a birdwatch trip to the Kiwi Birdlife Park **OR** hop in a gondola that will whisk you away to the top of Bob's Peak in Queenstown for some amazing sights.

 Exploring New Zealand's Wonders



Personalize Their Experience. **Maximize** Your Earnings.

Give Your Group More Options with Added Excursions, Tour Extensions, and Back-to-Back Tours

Our expert team carefully develops these excursions and extensions to enhance our tours for a seamless travel experience. Your group can add a day, a few days, or even an entire tour to their itinerary with zero hassle. **Plus, the more you book before your group departs, the more money you earn!**

Add More to Their Tour

Optional Excursions



Algarve Coastal Cruise

Many tours offer optional excursions that give your travellers flexibility and a different perspective of the destination. Help your travellers make the most of their tour.

Pre- & Post- Nights



Collette can easily add a pre-night or post-night stay to an existing itinerary. Your travellers enjoy the benefits of an early arrival or late departure, and you'll enjoy a streamlined booking process.

Tour Extensions



Bangkok • 3 Nights

Our tour extensions compliment so many tours perfectly. These shorter excursions, added before or after a tour, are the best way to add even more memories to a trip.

Back to Back



Collette can help you combine two tours into one grand experience. Many of our tour dates line up perfectly to allow your travellers to create a custom travel experience.



Air Upgrades

Your travellers can upgrade to Premium Economy or Business Class to fly in style.

TRAVEL STYLES

All tours are **Classic** (Iconic sites, enriching experiences) tours except those marked as follows:

- (E) Small Group Explorations**
A connection to culture
- (C) Cruising**
Explore the world's scenic waterways
- (S) Spotlights Single-Hotel Stays**
Go in depth, unpack just once
- (F) Faith**
Spiritual journeys

**NORTH AMERICA**

- Canyon Country
- National Parks of America
- The Colorado Rockies
- America's Cowboy Country
- Painted Canyons of the West
- (S) Spotlight on South Dakota**
- (S) Spotlight on Boston NEW!**
- Islands of New England
- Colours of New England featuring Portland, Maine
- Boston & the Cape **NEW!**
- (E) Roaming Coastal Maine**
- Mackinac Island
- Spotlight on New York City
- Spotlight on Washington, D.C.
- Southern Charm
- Bluegrass Country & the Smoky Mountains
- America's Music Cities
- (S) Spotlight on New Orleans**
- (S) Spotlight on Nashville**
- (S) Spotlight on San Antonio**
- (S) Spotlight on Santa Fe**
- Pacific Northwest & California
- California Dreamin'
- Grand Hawaiian Adventure
- Alaska: America's Last Frontier
- (E) Alaska's Northern Lights NEW!**
- Canadian Rockies featuring Rocky Mountaineer
- Canadian Rockies by Train
- Canadian Rockies & Glacier National Park
- Western Canada's Rockies, Lakes, & Wine Country
- The Best of Eastern Canada

Maritimes Coastal Wonders

Alaska Discovery Land & Cruise

America's National Parks & Denver

Albuquerque Balloon Fiesta

(E) Montana: Exploring Big Sky Country NEW!

Postcards from Vermont

EUROPE

Reflections of Italy

Italian Vistas

Southern Italy & Sicily

Rome & the Amalfi Coast

(E) Italy's Treasures**(E) Tuscan & Umbrian Countryside****(E) Italy: Amalfi Coast to Puglia****(E) Best of Italy NEW!**

British Landscapes

Exploring Britain & Ireland

Shades of Ireland

Irish Splendour

(E) Countryside of the Emerald Isle**(E) The Best of Ireland**

Discover Scotland

Exploring Scotland & Ireland

(E) Journey through Scotland & England

London & Paris

France Magnifique

(E) Essence of France**(S) Spotlight on Paris**

Spectacular Scandinavia

Iceland: Land of Fire & Ice

Iceland's Magical Northern Lights

(E) Icelandic Adventure

- Ⓔ The Northern Lights of Finland
Sunny Portugal
- Ⓔ Flavours of Portugal & Spain featuring Douro & Rioja Wine Regions **NEW!**
Spain's Classics
Spain's Classics & Portugal
Spain's Costa del Sol & Madrid **NEW!**
Exploring Greece & Its Islands
Greece Island Hopper: Athens, Mykonos, & Santorini
- Ⓔ Treasures of Turkey **NEW!**
- Ⓔ A Taste of the Balkans
Croatia & Its Islands: Small Ship Cruising on the Adriatic Coast
Discover Croatia, Slovenia & the Adriatic Coast
Imperial Cities
Discover Switzerland, Austria & Bavaria
- Ⓔ Switzerland: Hidden Trails & Majestic Peaks
Exploring the Alpine Countries
European Christmas Markets **NEW!**
- Ⓔ Netherlands, Belgium & France **NEW!**
- Ⓔ Peaks of Europe: The Alps to the Dolomites
Treasures of Europe
Shades of Ireland featuring Northern Ireland
- Ⓔ Scotland: Isles of Lore & Legend
- Ⓔ Spotlight on London
Alpine Lakes & Scenic Trains
Classic Christmas Markets
- Ⓔ Majestic Cities of Central & Eastern Europe **NEW!**
- Ⓒ Holland & Belgium Springtime River Cruise
- Ⓒ Christmas on the Danube
- Ⓒ Magical Rhine & Moselle Rivers
- Ⓒ Cruising the Danube to the Black Sea **NEW!**
- Ⓒ National Parks of Croatia and Islands Cruise **NEW!**
Discovering Poland
Memorials of War **NEW! COMING SOON!**
- Ⓔ Spotlight on the French Riviera
Classical Greece
Tuscany & the Italian Riviera
Northern Italy & Its Lakes featuring Padua & Venice
- Ⓔ Sicily & Its Isles
- Ⓔ Old World Sicily & Malta
- Ⓕ Shrines of Italy
- Ⓔ Spotlight on Tuscany
- Ⓔ Mediterranean Coastal Journey: From Barcelona to Florence **NEW!**
- Ⓕ Greece: In the Footsteps of Paul the Apostle

- Ⓔ The Baltics Revealed
Highlights of Norway
Portugal & Its Islands
- Ⓔ Spain & Morocco
- Ⓔ The Azores: Jewels of Portugal
- Ⓔ Spain & Portugal: Costa Del Sol to the Portuguese Riviera
- Ⓕ Pilgrimage to Fatima & Lourdes with Barcelona

THE MIDDLE EAST

- Iconic Israel
- Ⓔ Jordan & Israel: Cultural Crossroads
- Ⓔ Journey through Egypt & Jordan
- Ⓕ Israel: Pilgrimage to the Holy Land
- Ⓕ Israel: A Journey of Faith

AFRICA

- Treasures of Egypt
- Ⓔ The Plains of Africa
- Ⓔ African Safari: Kenya & Tanzania
- Ⓔ Exploring South Africa, Victoria Falls & Botswana
- Ⓔ Wilderness of Southern Africa: Safari by Land & Water **NEW!**
- Ⓔ Colours of Morocco
Spectacular South Africa

CENTRAL & SOUTH AMERICA

- Tropical Costa Rica
- Ⓔ Costa Rica: A World of Nature
- Ⓒ Ⓔ Patagonia: Edge of the World
- Ⓔ Peru: Machu Picchu & Lake Titicaca
- Ⓒ Ⓔ Machu Picchu & Galápagos Wonders
featuring a 4-Night Cruise
Journey to Antarctica: The White Continent

AUSTRALIA & NEW ZEALAND

- Australia's Outback to New Zealand's South Island
The Complete South Pacific
- Ⓔ Australia and New Zealand Uncovered
- Ⓔ Exploring New Zealand's Wonders
South Pacific Wonders
South Pacific Wonders with North Island

ASIA

- Ⓔ Mysteries of India
Cultural Treasures of Japan
- Ⓔ Japan: Past & Present **NEW!**
Essence of Thailand **NEW!**
- Ⓔ Kingdoms of Southeast Asia

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VISIT US ONLINE

Connect with Collette



#gocollette
collette.com



No Deposit
Required.

No Minimum
Group Size.

Book Your Group Today – It's Easy & Risk Free

- 1 Contact your **local BDM** or call **Collette** at **866.358.0333**
- 2 Choose the **perfect tour** with the support of your BDM
- 3 **Promote** using personalized materials crafted by Collette

