



collette

MEDIA TRAVEL

Earn up to Six Figures with Come-Along Trips
featuring Media Personalities

• The Best in Guided Travel Since 1918 •

“
Collette has helped our radio station put together trips for our audience in order for the station to build relationships with listeners and provide an opportunity for our radio station to make extra revenue.

Over the past 5 years, we have organized seven trips allowing SPIRIT 105.3 to make an estimated \$75,000 in revenue. We are very pleased with our relationship with Collette and will happily recommend them to anyone.”

– Heidi Martin CRISTA Media

Tours on All 7
Continents to
Over 65 Countries

Serving 100,000+
Travel Professionals

Over 1 Million
Travelers Served
Since 2006

Over 1 Billion
Media
Impressions



📍 Venice, Italy

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Working with Collette

Media partners across the country choose Collette year after year to drive non-traditional revenue through group travel and Come-Along trips.

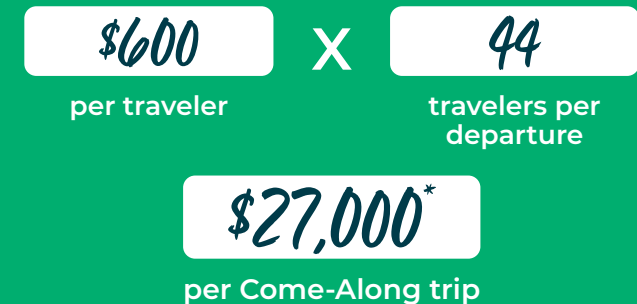
Here's why:

- ✓ Generate non-traditional revenue via Come-Along trips featuring media personalities
- ✓ Grow target audience base and strengthen brand loyalty
- ✓ Earn higher revenue share
- ✓ Free Liability Protection
(You're covered under our \$50 million insurance)
- ✓ Turnkey promotional support



© Tour Manager Rui on Sunny Portugal

Revenue Example



Media Partner Booking on January 2024 departure of Sunny Portugal

*Commission rates vary. Figures based on estimate numbers and subject to change.

As Seen On...

Wheel of Fortune

- ◆ Annual Integration Week
- ◆ Puzzle Prizes
- ◆ Wheel Watchers Club Giveaways
- ◆ Fan Fridays

The Hallmark Channel

- ◆ Countdown to Christmas: Very Merry Giveaway Grand Prize
- ◆ Summer in Santorini Sweepstakes

25 Words or Less

- ◆ Grand Prize Giveaways

Game Show Network

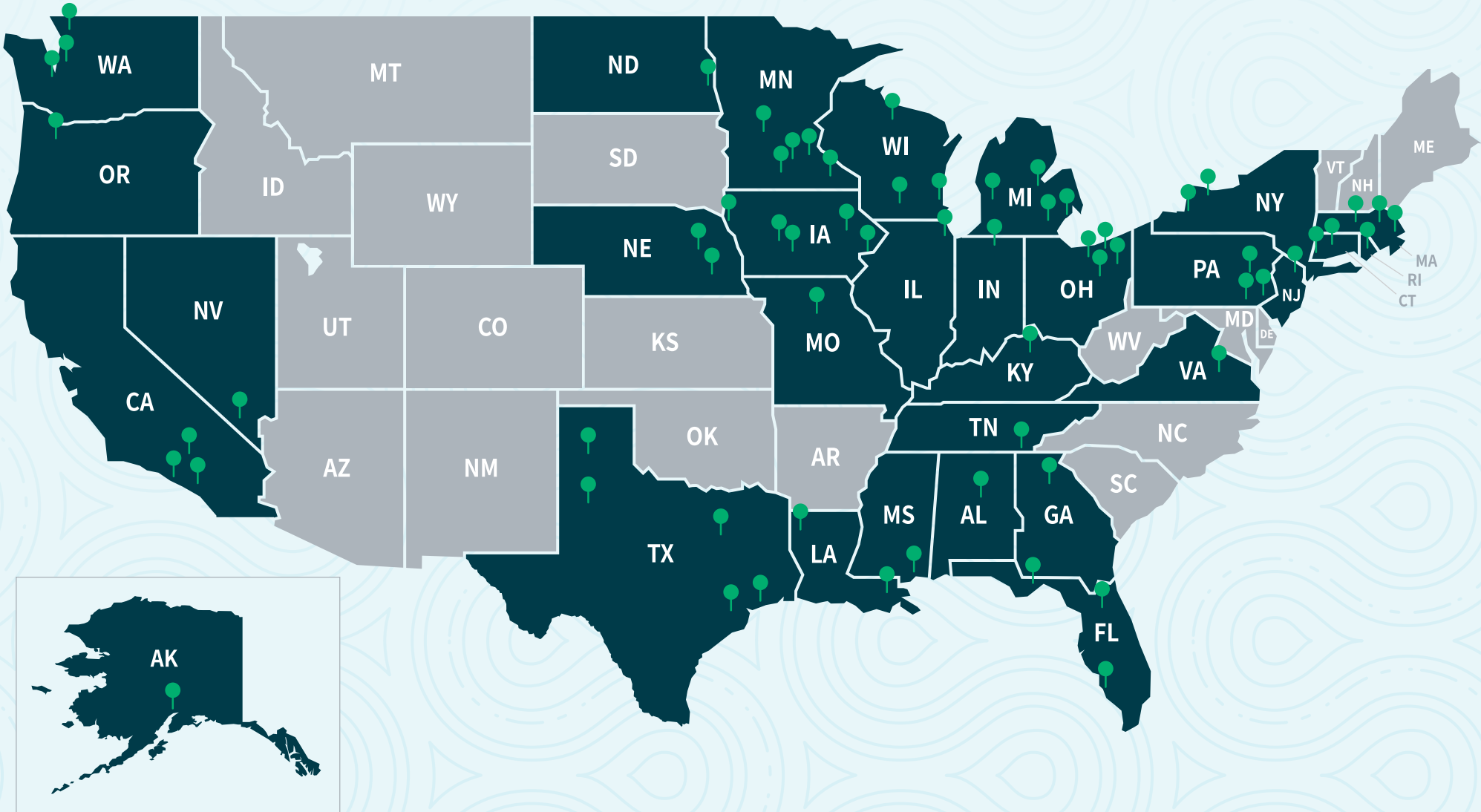
- ◆ Countdown to Christmas Giveaway

DID YOU KNOW?

Collette has had a relationship with Wheel of Fortune since 1997.

Nationwide Media Partnerships

Between our partnership with radio stations, television stations, national papers like the New York Times, Wall Street Journal, USA Today, and local newspapers, **Collette has a presence in over 60 markets across the U.S.**



Get to Know Collette

As North America's longest running tour operator, we've been experts in group travel since 1918. Collette is a family owned company that's come a long way and that's equal parts because of our values and dedication to innovation.



We pride ourselves on our:



Financial Responsibility & Integrity

We issued over \$175M in cash refunds as a result of the pandemic, because it was the right thing to do.



Dedication to Excellence

Traveler feedback matters, and guides improvement each year.



Personal Tour Design Model

Tours are designed by travelers, for travelers. Our designers are Collette employees, not external companies.



Breadth of Product

170+ tours to all seven continents, with five distinct travel styles, and expanding each year.

Collette's Target Travelers Are:

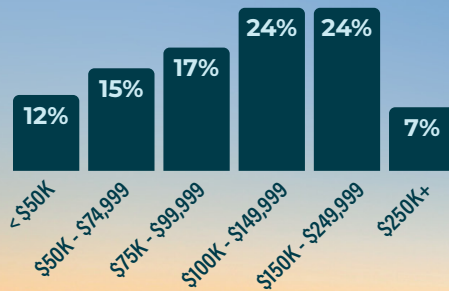
✓ curious

✓ high income

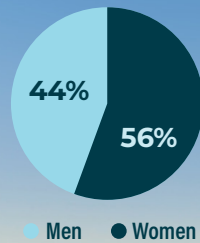
✓ homeowners

✓ travel enthusiasts

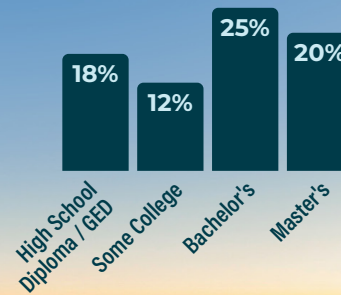
HOUSEHOLD INCOME



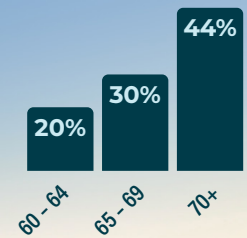
GENDER



EDUCATION



AGE



73%
married

73%
retired

22%
employed full-
or part-time

98%
own homes

82%
parents

66%
grandparents
or great-
grandparents

How To Have a Successful Media Travel Campaign

A group travel program can take up to 12 months of planning. That may seem daunting, but rest assured: Collette has your back with support and tools, every step of the way.

Get Started with These Easy Steps



1

Pick a tour, host & date with the help of your local BDM



2

Schedule a meet & greet



3

Receive creative assets from Collette



4

Launch your campaign!



Lean on Your Dream Team

Your local Business Development Manager will ensure you plan a successful trip. Your Customer Relationship Specialists within our Groups Department answer questions and coordinate details behind the scenes.



In-Person or Digital Presentations

These educational presentations allow your travelers to ask questions, meet the talent, get acquainted with each other, and get excited for their trip.

Advertisement

JOIN RICK ROWE
YELLOWSTONE • GRAND TETON
MOUNT RUSHMORE

FEBRUARY 8

KTBS • 10A & 2P
SHREVEPORT

FEBRUARY 9

HILTON CONVENTION CENTER • 10A
TEXARKANA

JUCY'S HAMBURGERS • 2P
MARSHALL

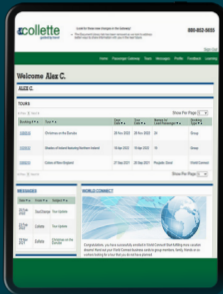
collette



On-air Spots



Online Portal



Marketing Collateral



Promotional Tactics for a Successful Campaign

- Email & mailings to your database
- Social posts
- Host a meet & greet
- On-air spots

Collette Provides Marketing Support

- Digital & print flyers (PDF)
- Custom webpage
- Copy and/or B-roll
- Presentation at meet & greet
- Virtual learning



MEDIA SPOTLIGHT

John Mercure

WTMJ Milwaukee, WI

In a time of change and uncertainty, Collette is a constant. They are a company I know I can always count on to make the right decisions. They are a company that I trust. I trust them to take care of my groups and I trust them to always make it easy to travel."

SAMPLE SCRIPT

WTMJ – :30 (~75 words)

"Hi! I'm John Mercure. Join us as we travel with Collette on a tour of New York City during the holiday season.

Don't miss out. Call Collette at 877-263-1642 or WTMJ.com to learn more. That number again is 877-263-1642. Refer to booking #1106725."



Come-Along Trips FAQ



What is a Come-Along trip?

These are trips in which a media talent, host, or other recognizable personality invites their audience to join them on a travel program.

How can media personalities support the trip?

Promote the tour and have a great time! Once they're on tour, they will socialize with their audience members and build community. The good news? Expert Tour Managers and local guides take care of all the details and logistics.

How can my organization host a successful Come-Along trip?

There are three quick tips for this:

1. Choose personalities with a strong following.
2. Work with your Collette representative to choose the best tour for your audience.
3. Promote! (See a sample promotional campaign on page 8.)

Is this going to be a lot of work for my staff?

Collette works hard to make Come-Along trips easy. We create marketing materials for you to use. For public radio and television stations, Collette may be able to field calls for you, too. Ask your sales representative about this benefit.

Will this take my top personalities away for a long time?

There is flexibility here! Your talent can stay for the whole tour, or leave a little early. Your audience will still have their Tour Manager to make sure they are having a great time.

“Collette simply knocked this trip out of the park! Our guide Fernando was the perfect leader. Everything was top notch and superbly executed!”

– Jess Abrahamson KTTT News Anchor & Producer

Travel Worry-Free

We offer the following services and programs so all you and your audience have to think about is packing, then enjoying the journey:

Travel Protection Plan

Cancel for any reason and get your money back, minus the cost of the plan – all the way up to 24 hours before your trip departs.*

*If the guest chooses to cancel their tour, a refund will be issued in the original form of payment, minus the cost of the Travel Protection Plan. Other restrictions may apply.

[Learn More](#)

More than Air: Complete Transportation Package

It's simple: Book group air, secure Hometown Pickup for groups. From there, travelers will be brought to the airport, picked up at the airport on their tour, and dropped at their hotel. Each internal transfer is already built into their tour. Restrictions apply. Contact your sales representative for more details.



Plitvice Lakes, Croatia



📍 Alberta, Canada

The Collette Difference

✓ The Most Inclusive Tour Operator

We include both the must-sees and also unique local experiences - not one or the other.

✓ Balance & Choice on Tour

Collette travelers get to customize their experience with an average of 2-3 included choices, allowing greater immersion into each destination at no additional cost.

✓ Culinary Immersion

Travelers dine at local restaurants unique to each region unless they are staying in a villa, castle or iconic hotel where they would absolutely want to dine in-house. This includes cooking classes and home hosted meals.

✓ Location, Quality & Uniqueness of Accommodations

Travelers can enjoy a castle stay in Ireland & the UK, stay in a picturesque villa in Italy, overnight in a glass igloo in Finland, and cruise in a private yacht around Croatia and an Expedition ship through Patagonia. We do not compromise on hotel quality or accommodation.

✓ Transportation Unique to the Destination

Travelers can ride on a tuk-tuk in Southeast Asia or a jaunting car in Ireland.



📍 Kakslauttanan, Finland



📍 Marrakesh, Morocco

Finding the Best Tour for Your Come-Along Trips



◆ **NEW TOUR** Historical Greenbrier 8 Days | 12 Meals

Classic Tours | GROUP SIZE: 33 AVG. / 44 MAX

On a Classic tour, take in the best of a destination! Must-sees are included on these feature-rich tours that also include opportunities to connect with the local culture. These tours are ideal for travelers who want to mark things off their bucket list by visiting iconic destinations and engaging in cultures.

WHAT'S IN IT FOR ME?

This is the most popular tour style for media corporations to maximize revenue and value for the traveler.

- ◆ Iceland's Magical Northern Lights 7 Days | 11 Meals
- ◆ Tropical Costa Rica 9 Days | 14 Meals
- ◆ Alaska Discovery Land & Cruise 12 Days | 26 Meals



◆ Holland & Belgium Springtime River Cruise 9 Days | 20 Meals

Cruising Tours | GROUP SIZE: VARIES BY VESSEL

Collette's cruising tours are ideal for travelers who enjoy cruising the world's scenic waterways and taking in the sites and culture onshore. Enjoy a more inclusive experience, a relaxed pace, and ample sightseeing on vessels ranging from private yachts to small ships.

WHAT'S IN IT FOR ME?

Develop a home base on board a small ship where you can build a greater sense of community with your audience.

- ◆ Magical Rhine & Moselle Rivers 9 Days | 20 Meals
- ◆ Christmas on the Danube 9 Days | 19 Meals

Visit gocollette.com/media-partners to learn more & to view all tours.



◆ Spotlight on London 7 Days | 8 Meals

Spotlight Tours | GROUP SIZE: 33 AVG. / 44 MAX

On a Spotlights tour, unpack just once and get comfortable because you have the unique opportunity to really get to know a destination in depth. These getaway-styled tours – whether a city-stay or a region-stay – balance free time with fuller days.

WHAT'S IN IT FOR ME?

Having one central location allows for more community building, and a mix of scheduled events and leisure time help you get to know your audience in different settings.

- ◆ Spotlight on Tuscany 9 Days | 10 Meals
- ◆ Spotlight on the French Riviera 9 Days | 12 Meals
- ◆ **NEW!** Spotlight on Northern Italy 9 Days | 14 Meals



◆ Pilgrimage to Fatima & Lourdes with Barcelona 10 Days | 15 Meals

Faith Tours | GROUP SIZE: 33 AVG. / 44 MAX

With visits to shrines and holy sites, these tours are reverent and reflective. Expect modest 3-star accommodations which capture the humble surroundings.

WHAT'S IN IT FOR ME?

Connect with your audience on a deeper, spiritual level and come home with a meaningful connection.

- ◆ Greece: In the Footsteps of Paul the Apostle 11 Days | 19 Meals
- ◆ Israel: A Journey of Faith 7 Days | 11 Meals



📍 Santorini, Greece



📍 Arenal, Costa Rica



📍 Cliffs of Moher, Ireland



📍 Wyoming, USA

Call Collette at 833-621-9830 or contact
your local travel professional

[collette.com](https://www.collette.com)

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