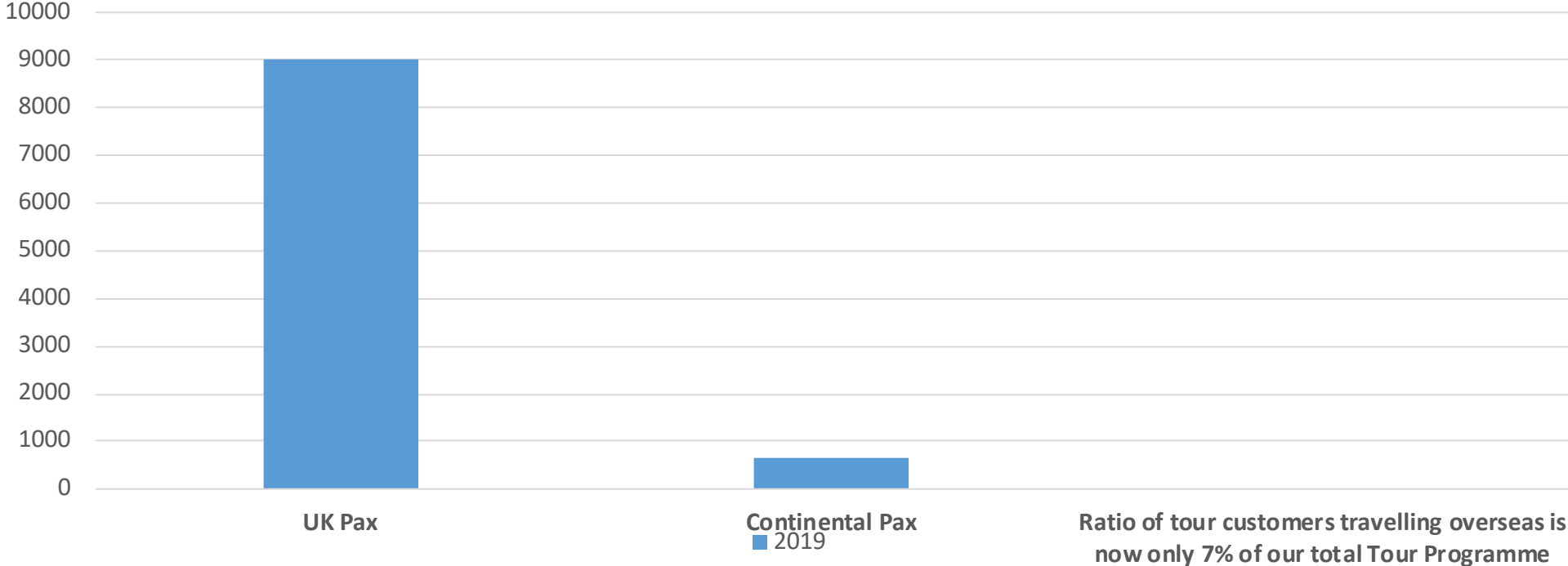


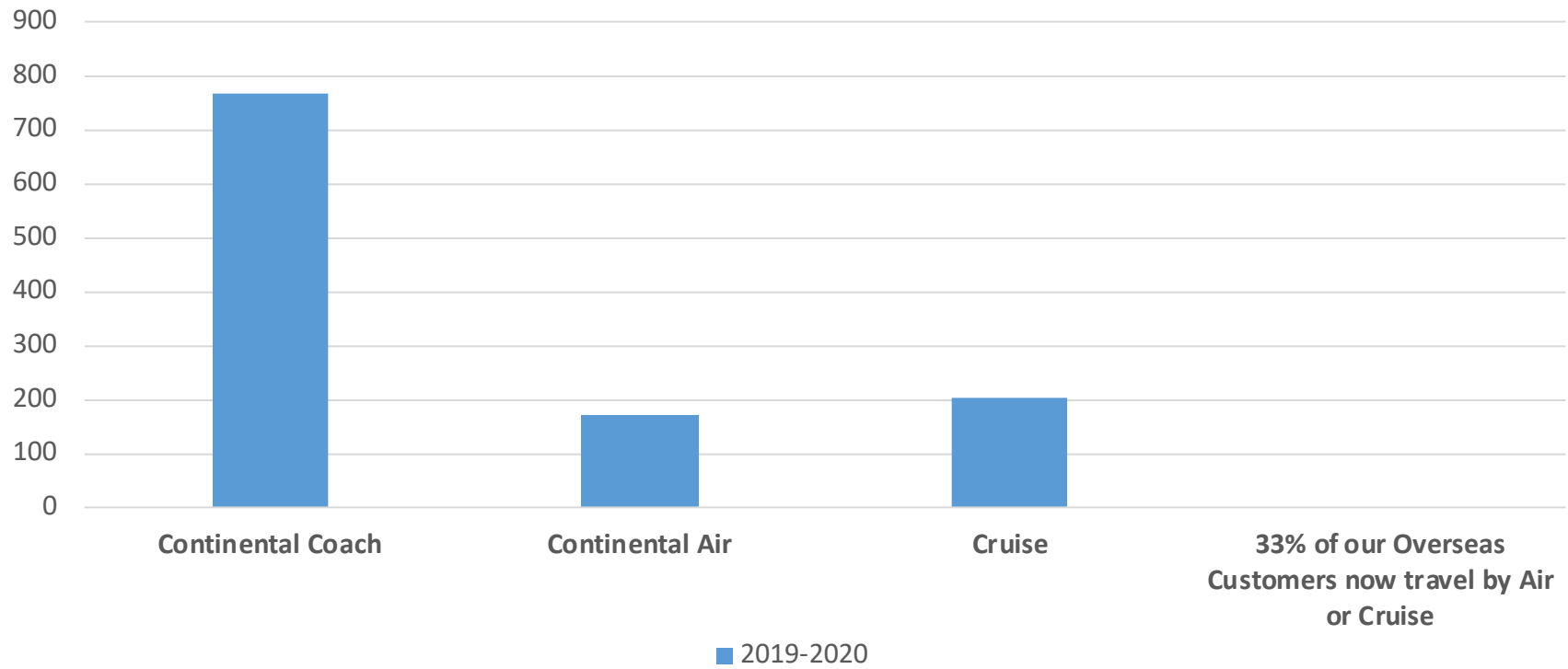


# Passenger Bookings on our 2019 Tour Programme





## 2019-2020 Continental Passengers Booked



# Competition



- **As seen on Slide 2 the Air & Cruise Market provide massive competition to a traditional Continental Coach Holiday and are both becoming extremely attractive & affordable.**

# INITIATIVES



- **NEW** 'LUXURY TRAVELLER' vehicles – Maximising coach comfort  
14m Tri-Axle with just 43 'First Class' seats with even more legroom  
with calf supports - USB charging points - free Wi-fi - complimentary  
hot & cold drinks

# Product Improvements

- A greater focus on more 'up-market', family-owned, privately run, well-staffed hotels.
- Encourage hotels to offer a menu choice and not a 'set menu'
- The Industry, Suppliers & Wholesalers need to be aware of this and need to put pressure on hoteliers for change!
- A greater emphasis on Quality, Choice & Affordability
- Growth in 'Special Interest'/Fully escorted tours

**Times & customer expectations have changed**

# Operator Partnerships

- **Greater scope for Regional Operators to join forces in offering a joint programme**
- **Shared Departures, evenly distributed between operators**
- **Sharing the Risk**
- **Reduced Risk of Cancellation**

**Working Together in Partnership & Trust**



# Greater Promotion of Environmental Aspects

## THE GREEN INNOVATION

Whenever we travel by some form of motorised vehicle, whether that be by car, bus, train or plane, there is always a carbon footprint involved.

- Travelling by air in the UK produces 362.23 gCO<sub>2</sub>e/pkm
- Travelling in a medium sized car produces 205.54 gCO<sub>2</sub>e/pkm
- Travelling by bus produces 115.29 gCO<sub>2</sub>e/pkm
- Travelling by train produces 57.58 gCO<sub>2</sub>e/pkm
- Travelling by coach produces 35.47 gCO<sub>2</sub>e/pkm
- Travelling by bicycle produces 0 gCO<sub>2</sub>e/pkm
- Travelling by foot produces 0 gCO<sub>2</sub>e/pkm