

THE
**HOLIDAY
FRANCHISE
COMPANY**



EXCLUSIVE OPPORTUNITY TO BUILD
YOUR OWN TRAVEL BUSINESS



PARTNERSHIP . PERFORMANCE . PROFIT

EXCLUSIVE OPPORTUNITY TO BUILD YOUR OWN TRAVEL BUSINESS

Thank you for your interest in our exclusive franchise opportunity.

Franchising is one of the safest and most risk-free ways to start up and run a successful business.

Buying a franchise that you will enjoy is the most important factor of all. Most businesses, not just franchises, succeed when the owner is passionate about it.

When you love what you do it's no longer a job, but a way of life.

As well as being enjoyable, the travel industry is also lucrative. Annually there are over 70 million visits overseas by UK customers with an estimated spend in excess of £43 billion. Even during tough economic times the industry continued to blossom.

So if you have a passion for helping people create lifelong memories, whilst being able to travel the world yourself, a travel franchise is the perfect option.

To find out more call us today on 0121 200 5561
Or visit us at www.holidayfranchisecompany.com

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PARTNER WITH A MULTI AWARD WINNING AGENCY

OUR JOURNEY



Charles Duncombe
Director



Richard Dixon
Director

2002



Holidaysplease a luxury online travel agent was born

Holidaysplease grew rapidly. By 2005 sales were exceeding those transacted by Richard's high street travel shops.

2005



The business consistently achieved double-digit growth and was soon picking up national and supplier awards a plenty. In 2011/12 and 2013/14 Holidaysplease was named online travel agent of the year at the nationally recognised Agent Achievement Awards.

2011-14



John McEwan
Board Member

2013 saw John McEwan join the Board at Holidaysplease. John was Chairman of ABTA, a past Retail Director of TUI and Managing Director of Thomas Cook in the UK.

2013



The Family Holidays Franchise

We launched our first franchise model The Family Holidays Franchise

2016

2015-16

Recognising the power of the brand and the massive opportunity presented by the family holiday market, Holidaysplease bought online travel agent The Family Holidays Company.



Holidaysplease clocked up over £100m holidays sold and were awarded Top Online Agency at the TTG Top 50 Travel Awards.

2017



In October 16, we were delighted to have passed the panel to become a member of EWIF (Encouraging Women into Franchising).

2016



In 2018 we launched The Holiday Franchise Company to expand our offering beyond family holidays.

2018



We are proud to be accredited by the British Franchise Association who are the voice of ethical franchising in the UK.

2018



We are the first travel franchise to be accredited by the Approved Franchise Association & the first travel franchise to be accredited by both the Approved Franchise Association & The British Franchise Association. This endorses our model and ethical approach to supporting our franchisees for success.

2018



We were awarded Gold for Best New Franchise and were the only travel franchise company to be selected as Elite Franchise Top 100 Franchises

2019





WHAT MAKES US DIFFERENT?

QUITE SIMPLY IT'S US AND THE TOOLS WE EMPOWER YOU WITH.



We are owned by multi-award winning Holidaysplease who started a travel business on an investment of just £6K and have grown this in to a turnover in excess of £27m, so we know exactly what is needed to create and run a successful online travel agency.



NO EXPERIENCE NECESSARY



START PART TIME



BUILD YOUR OWN BRAND



OWN BRANDED WEBSITE



FLEXIBLE ONE ON ONE TRAINING



CLOUD BASED SYSTEM



ACCESS TO 500+ SUPPLIERS



OWN INHOUSE TOUR OPERATOR



WE ARE TRAVEL PROFESSIONALS



NO COST TO SCALE YOUR BUSINESS



WE ONLY TAKE 2%



NO RENEWAL FEES



THE BRITISH FRANCHISE ASSOCIATION



APPROVED FRANCHISE ASSOCIATION

HOW ARE WE DIFFERENT TO OUR COMPETITORS?

There are a few travel franchise companies out there. This is a good sign as it shows how successful a travel franchise can be.

We help people set up higher quality and more productive businesses. Our company produces more sales than other franchise companies who have more than three times the number of people. In other words our people are more than three times as successful as others. We do this because of the high quality holidays we sell, the systems we have and the training/support we provide.

We charge an appropriate franchise fee to start off with, this allows us to justify spending a lot of time with you for training and support. With us we know that the financial difference between a successful business and a poor business is a lot more than a few thousand pounds difference in set up fees.

An established company like ours with new franchisees is the best of both worlds. With over 100 self-employed sales staff working from home demonstrates we have a proven model that works. They have become successful on lower commission percentages than you would receive, so you have every chance of success.

To see how successful we are search for our parent company "Holidaysplease" on Trustpilot where you will see our incredible reviews.

ENSURE YOU PARTNER WITH THE BEST.



WHAT DO OUR FRANCHISEES THINK?

“I may have come to the end of my training sessions but I feel this is just the start of my journey with Luke and Jo at the holiday franchise.”

“I’ve loved every session and have found them all so helpful. Now it’s time to let the next adventure begin and I know Luke and Jo will be there to support me whenever I need them.”

“The Holiday Franchise Company stood out from the rest with their friendly honest approach and a business model with believable projections. At no time were we rushed into making a commitment.”

“The support we receive is excellent – they are always just a phone call away with the necessary advice. This is very reassuring as in the early days there are questions which may require a quick response.”

“The main reason we chose Holidays Franchise Company was the personalised training – the thought of being trained with maybe another twelve or so people was very off putting. We are very pleased that we made that decision and have no hesitation in recommending this company.”

“After Looking at all our options we decide to go with the Holiday Franchise Company as we felt they offered us the best package to create our very own travel company with the support going forward to grow and are very happy with our decision.”

“The fact that we had autonomy over the name and branding of our new business was refreshing and we absolutely love the control we have over our website.”

“The support you have provided us with is every bit as good as you said it would be before we signed up!”



THE ROLE OF A HOLIDAY DESIGNER

THE TRAVEL INDUSTRY IS FAST PACED AND IS FOREVER EVOLVING.

As a travel agent and business owner there are a range of activities and tasks you will be responsible for, you will have full guidance from the franchise team on how to undertake these:

- ➔ Promote your business using a range of marketing techniques
- ➔ Manage incoming enquiries using our in-house system
- ➔ Understand your customers individual needs to enable you to source them the perfect holiday
- ➔ Deliver exceptional service that will ensure you stand out from the competition
- ➔ Bring to life the exciting holiday recommendations you have sourced
- ➔ Ensure your customers have all the necessary documentation for their trip
- ➔ Be part of the wider company and franchise team
- ➔ Follow company policies and regulatory standards
- ➔ Grow your industry, product & destination knowledge
- ➔ Benefit from holidays at trade only price
- ➔ Opportunities for worldwide educational trips

WHAT TYPE OF PEOPLE ARE WE LOOKING FOR?

We are passionate about who we work with and are looking to forge long-standing relationships with our franchisees.

Below are the types of skills and behaviours we look for:

- ➔ A passion for travel and a desire to help others to travel the world
- ➔ Exceptional customer service and communication standards
- ➔ The ability to network and build relationships with individuals and organisations
- ➔ Confident, self-motivated and determined
- ➔ Commitment to work in partnership
- ➔ The drive to succeed
- ➔ Attention to detail
- ➔ Great organisational and time management skills

DO YOU HAVE WHAT IT TAKES?

WHAT EQUIPMENT DO I NEED?

Nothing more than a laptop, smartphone, broadband and phone line!



WHAT WOULD A TYPICAL DAY LOOK LIKE?



9:00am

Get the kids off to school.



9:15am

Make a cup of tea ready for a busy morning.



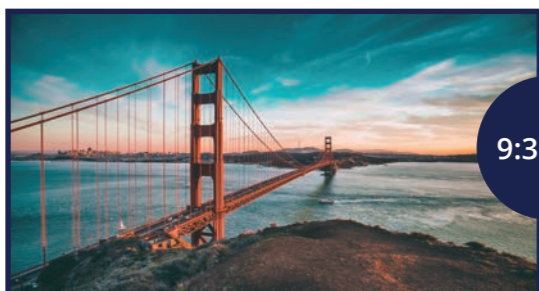
1:00pm

Call Mr Dixon who is travelling to Lanzarote as he wants to book a selection of excursions.



1:30pm

Check through the supplier invoices and tickets check against the system before forwarding to my customers.



9:30am

Host a video call with the Western family looking to book to America. Talk them through my recommendation which they love and proceed to book.



10:00am

Log on to the system, check and respond to my emails. Check the latest news dashboard for any key information I need to know.



2:15pm

Write cards for my customers upcoming birthdays and wedding anniversaries.



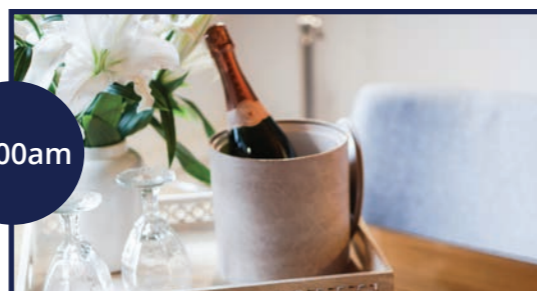
3:30pm

Collect the kids from school, whilst I'm there I have a meeting with the Head Mistress regarding how I could support booking their school trips.



10:30am

Update my social media pages to share the latest testimonial on my service.



11:00am

Ring the Grand Hotel Fusano to ensure the bottle of champagne & fruit platter will be in the room when the Aldridge's arrive, they are celebrating their 50th Wedding Anniversary so I want to ensure they feel special.



5:00pm

Make tea for the family.



6:00pm

Check for customers feedback to the quotes I have sent.



11:30am

Call Debbie who has just returned from a solo trek in Peru to ensure she had an amazing time and learn more about the experience.



12:00pm

Break for lunch.



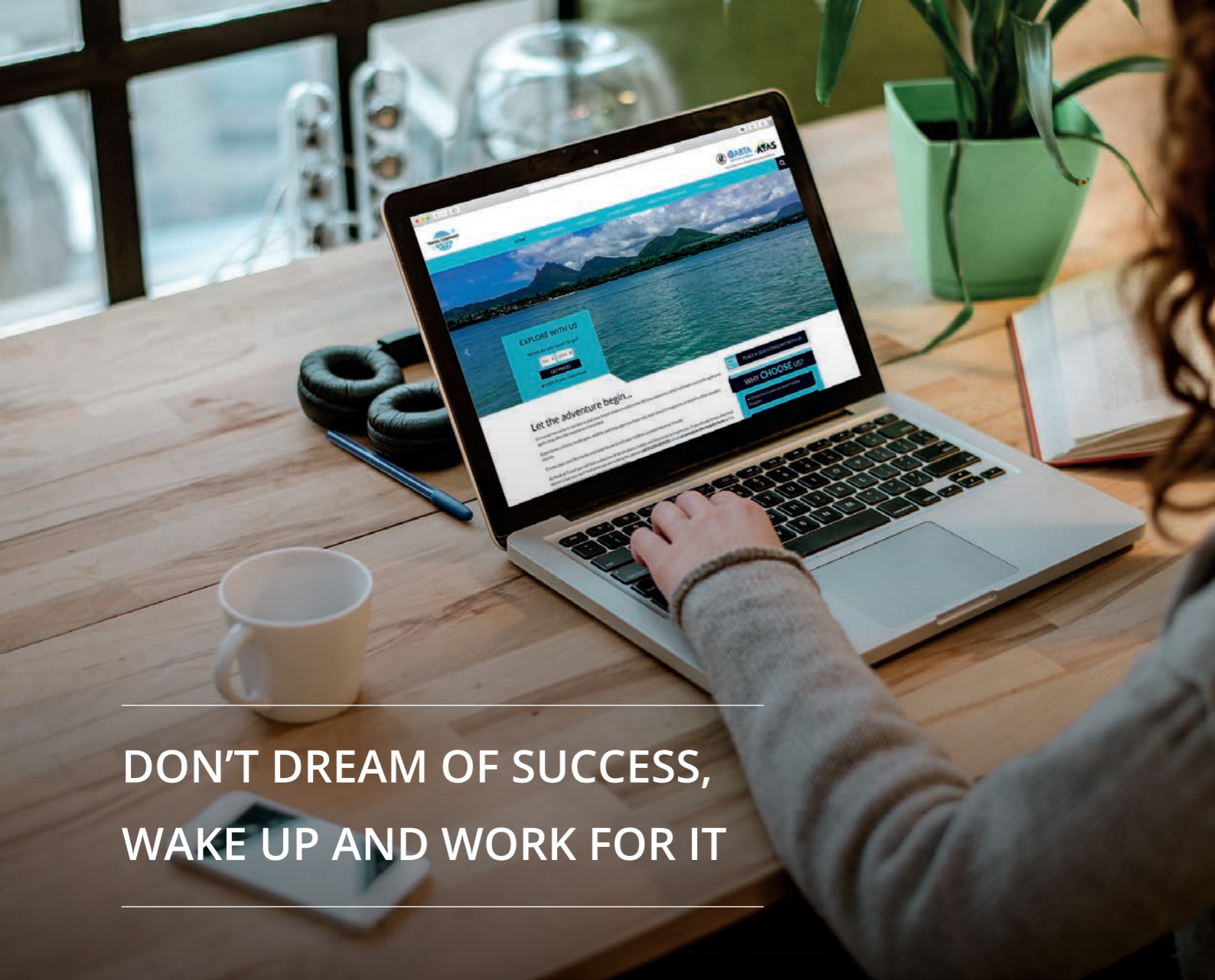
6:10pm

The Smiths have confirmed they wish to book, call them to take payment and then call the supplier to confirm the booking.



6:30pm

Relax.



**DON'T DREAM OF SUCCESS,
WAKE UP AND WORK FOR IT**

YOUR BUSINESS CAN BE WHATEVER YOU WANT IT TO BE

With access to over 500+ suppliers you are able to tailor your travel business to the destinations and types of holidays you will enjoy selling.

You will be an independent travel agent with both ABTA & ATOL bonding, giving you and your customers all the cover you need.



YOUR OWN BRAND

We will support you to create a business name and brand identity that best represents the type of travel agency you are looking to build.

We recommend starting with a select area of specialism, to ensure you can build expert knowledge and deliver outstanding levels of service. You can expand your offering as you become more comfortable in your role, by adding in additional destinations or expanding on the types of holidays you offer.

Don't worry if you're not creative, our in-house designer will work with you to create a logo and colour scheme which we will implement on the initial marketing pack we supply.

WHAT WOULD YOUR BRAND LOOK LIKE?

WHERE WILL I BE BASED?

Our systems are cloud based so you can work off any device, any-where, any-time.

We would recommend you base your business from your home to keep your costs down, however, if your long term goal is to build a team or work from a business premises our systems allow you to grow and adapt at no extra charge.

HOW WILL I GENERATE CUSTOMER HOLIDAY ENQUIRIES?

You will have a range of methods to select from to attract customers to your business, we provide training on all of them.

The main source of enquiries will come from your website which will be your own unique domain.

Additional marketing channels include:

- ➔ Google Ads to drive traffic to your website
- ➔ Social media pages, including posts and paid adverts
- ➔ Identifying and working with power partners
- ➔ Local business directories & groups
- ➔ Local and national networking groups
- ➔ Local & national events
- ➔ Utilising your existing network of friends, family & colleagues

EARNINGS

THERE IS NO LIMIT ON WHAT YOU CAN EARN, THE SUCCESS IS REALLY DOWN TO YOU AND YOUR DRIVE.

With access to a massive supplier range you are able to use suppliers who are perfect for your customers' needs, as well as offering you the highest preferential commission levels.

The figures below give you a feel for potential earnings* based on an average of 12% commission and an average booking value of £4,500.

These are just our predictions*, if you know what level of business you are looking to generate visit our website where you can update the following figures to work out how many bookings you would need to achieve your targets.

- ➔ Margin level
- ➔ Average sale value
- ➔ Commission levels
- ➔ Revenue

YEAR	BOOKINGS	TOTAL SALES**	WHAT YOU EARN
1	75	£337,500	£40,500
2	100	£675,000	£81,000
3	225	£1,012,500	£121,500
4	300	£1,350,000	£162,000
5	373	£1,687,500	£202,500

*The figures shown are based on the performance of our Holidaysplease part-time homeworkers.

Below shows a selection of some of our most amazing bookings. This highlights the opportunities available to agencies delivering outstanding personalised service.

TYPE OF HOLIDAY	BOOKING VALUE	COMMISSION VALUE
Antiqua - Group of six	£87,147.00	£12,085.00
Botswana - Group of five	£62,205.00	£8,004.15
Turkey - Group of seventy	£56,770.00	£6,125.35
Maldives - Group of six	£45,956.00	£7,123.18
Multi-centre - Group of three	£45,219.00	£6,446.37

*Financial projections illustrated are not a guarantee you will achieve these figures.

OUR OWN IN HOUSE TOUR OPERATOR

On top of the extensive external suppliers you have access to, we also have our own in-house tour operator that only serves our businesses.

This means we have direct contracts with hotels and ground handlers which gives outstanding rates, currently we specialise in the USA, Caribbean, Indian Ocean, and Asia but the destinations continue to grow.

The industry average commission is around 12%, when booking with our own tour operator you be working on an average of around 16% commission per booking, but there is opportunity to earn much more.

We have bookings with commissions ranging from 16% up to 27%.

There is a dedicated sales team who will help you create personalised itineraries.





TRAINING

YOU DON'T NEED TO HAVE WORKED IN THE TRAVEL INDUSTRY TO JOIN US.

We will provide all the training you need to create and launch your travel agency.

To ensure you get the most out of your time the training is bespoke to you and your business we will tailor the training to focus on the areas you feel you need added support in.

This allows the training to be scheduled around your diary with flexibility on the breakdown of the overall course and on start and finish times.

The training is held at our head office in Birmingham which gives you further opportunity to network with the Head Office and franchise team.

The initial training is 5 days covering:

- ➔ Creating & maintaining your website
- ➔ Marketing your business
- ➔ Sales techniques
- ➔ Inhouse customer management system
- ➔ Bespoke supplier networking and product
- ➔ Operational efficiency

ON-GOING TRAINING

We recognise there will be a lot to take in on your initial course, so we ensure we have regular training sessions covering a range of topics such as:

- ➔ Sales
- ➔ Supplier product / destination
- ➔ Marketing

As a business owner you can't always take time out to be trained in a classroom so we offer flexible learning solutions to accommodate this, such as videos, e-learning, webinars etc.

SUPPORT

WE ARE HERE FOR YOU EVERY STEP OF THE WAY.

You have direct access to the Head Office franchise team. The team you initially deal with will continue to be the team who looks after you once you come on-board and beyond.

We are all travel professionals and have worked for some of the major travel operators in the UK, so we completely understand the role of a travel agent, and what is needed to make your business successful.

We are always at the end of the phone or we can visit you at home. To see all the areas we offer support in, refer to the packages options on page 20 as this can help you decide which franchise package best suits your needs.

Every year we come together as a team at our annual conference where we celebrate our successes and plan for the future. This is an excellent opportunity to network with other franchisees and the wider business to share experiences and best practice on how to run successful travel businesses.

We have suppliers joins us to refresh our destination and product knowledge and our favourite part is the annual company awards where we recognise a host of different achievements.

YOU ARE IN BUSINESS FOR YOURSELF NOT BY YOURSELF.

PACKAGE OPTIONS

We have created a range of package options so we have something to suit everyone's needs.

Benefit	Holiday Designer	Holiday Designer Flexi	Holiday Designer+
	£13,745	£13,745 + TOP UPS	£15,795
Brand			
Backing of our own agency's brand, reputation and expertise	✓	✓	✓
Support in creating your own brand to reflect your agency's target market	✓	✓	✓
Backing of Hays Independence Group giving preferred agent rates across all types suppliers	✓	✓	✓
Ability to sell over 500+ leading travel operators	✓	✓	✓
Full ABTA & ATOL bonding	✓	✓	✓
Technology			
Own branded proven website template with own domain	✓	✓	✓
Superior in-house cloud-based sales and customer management system	✓	✓	✓
Access to unique online sharing session sales tool	✓	✓	✓
Access to email marketing tool	✓	✓	✓
Marketing			
Personalised starter pack of stationery/marketing materials	✓	✓	✓
Training			
The initial training:	5 days	5 days	5 days
Creating & maintaining your website module	✓	✓	✓
Marketing module, including networking, traditional marketing, online marketing & social media	✓	✓	✓
Google Ads account with thorough training & support	✓	✓	✓
Expert sales through service module	✓	✓	✓
Customer management system module	✓	✓	✓
Bespoke supplier networking and product module	✓	✓	✓
Operational efficiency module	✓	✓	✓
Regular supplier webinars	✓	✓	✓
Support			
Dedicated head office support	✓	✓	✓
Annual team conference	✓	✓	✓
Live management information on business performance	✓	✓	✓
Access to online support forum	✓	✓	✓
Personal Benefits			
Discounted holidays for yourself, friends & family	✓	✓	✓
Access to exclusive discount travel clubs	✓	✓	✓
Access to free educational trips	✓	✓	✓
Designer+ Package Only			
Access to an online business strategy training hub offering guidance to drive personal development and business performance			✓

Top Ups			
First year membership to CLIA or ATAS		£335/£40	✓
Bi-monthly online marketing review - 1hr session. Minimum 4, maximum 6 sessions		£250 per hour	✓
Bi-monthly business development call - 1hr session. Minimum 4, maximum 6 sessions		£225 per hour	✓
Annual business & personal development review. 1 day		£500	✓
Additional Information			
The franchisee will need to source and upload website imagery & content. Technical work beyond the initial website development will be charged at our normal rates.			
Our on-going fees are £155 a month & 2% of the sales that you book.			
All prices are quoted exclusive of VAT which will be chargeable if you are a UK/EU based business.			

FEES

We want you to maximise your earning potential so unlike other Travel Franchise providers the we don't touch your commission, you make 100% of the commission on every booking you make.

Our approach is to take a small percentage of the revenue, just 2%, this means you earn more, for example:

Booking worth £3,000, with a 10% commission pay out, means you earn £300 commission

- ➔ 2% of revenue means we would take just £60
- ➔ If we did the traditional split of commission 70% franchisee / 30% franchisor we would take £90 a difference of £30!

Booking worth £10,000, with a 10% commission pay out, means you earn £1,000 commission

- ➔ 2% of revenue means we would take just £200
- ➔ Traditional split means we would have taken £300, a difference of £100!

We also don't charge our franchisees renewal fees meaning more profit for your business.

WHY PAY MORE.

HOW LONG WILL IT TAKE TO RECOUP MY INVESTMENT?

Based on our current booking types you should earn around £300 - £500 per booking, so an investment of £13,745 to £15,795 should be paid back in around forty to sixty bookings. You probably have more than this number of friends on Facebook alone!



**THE SECRET OF GETTING AHEAD
IS GETTING STARTED** - MARK TWAIN

GETTING ON-BOARD

**WE ARE LOOKING FOR PEOPLE WHO WANT A TRUE PARTNERSHIP
AND WILL ENJOY WORKING ALONGSIDE US FOR THE LONG TERM.**



GET TO KNOW EACH OTHER

Starting your own business is a big commitment so you need to be confident you're choosing the right partner.

We are very passionate about who we work with, so it is essential that we spend time getting to know you and your business goals. We encourage people to speak to us as much as they need to via phone, video call and face to face.



COME AND MEET THE TEAM

We invite you into our offices for an informal meeting. We will show you our operation, introduce you to the team and showcase our systems.

Here you can ask further questions on how we would support you in setting up and launching your business and we can earn in greater detail on the type of travel agency you are looking to launch.



DEPOSIT AGREEMENT

If we both feel we are the right fit then we invite you to sign a deposit agreement of £500 + VAT to secure your business planning meeting. The deposit is non-refundable, however, if you enter into the full franchise agreement the deposit will go towards the cost of the package you decide to take.

The deposit agreement is valid for three months giving you time to be confident this is right journey for you. We understand unexpected events can affect timings so as this is a partnership we can be flexible on the three-month deadline if needed.



BUSINESS PLANNING MEETING

It's a half day spent with one of our directors who have built a £25 million online travel agency from scratch and who have won 'Online Travel Agency of The Year', to explore earnings, costs and cash flow.

If you look at the numbers and decide that it's not going to generate a suitable income, then it's probably the best £500 you have ever spent because it's just saved you a £13K+ franchise fee.



BUSINESS PLANNING PREPARATION

Ahead of the business planning meeting we will brief you on key topics to help you identify your travel agency area of specialism and the type of brand you are looking to create.



BOOK IN TRAINING DATES

As our training is bespoke to you and your business, dates will get booked up. At the meeting you have the opportunity to secure your preferred training days. Don't worry, they are changeable from your end if you need to.



CONSIDER THE NUMBERS

Following the meeting we ask you to take some time to reflect on the meeting and the projected figures. If you have any further questions feel free to call us or visit the office at any time.



PARTNERSHIP

If we both feel we can work in partnership we will invite you into a full franchise agreement where you pay the remaining balance so we can begin work on creating your business. We have a full on-boarding process which guides you through the journey and of course the franchise team will be with you at every step.



THE
**HOLIDAY
FRANCHISE**
COMPANY



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PARTNERSHIP . PERFORMANCE . PROFIT

