

ASK CLIENTS TO CHOOSE WONDERMENT OVER WONDERING: INTRODUCE THEM TO MONOGRAMS

LITTLETON, Colorado – October 7, 2014 – Agents have a choice. They can choose creating a complex FIT, or they can choose Monograms: A 10-minute, commissionable solution for their clients' all-in-one, independent vacation package needs. And when they choose Monograms, they know their clients will never be alone because Monograms offers travelers something truly invaluable ... A Local Host, for each traveler in every destination. This simple fact changes everything.

“In an international destination where everything is foreign, Monograms clients can be dining like a local,” said Steve Born, vice president of marketing for the Globus family of brands. “And while other travelers are getting frustrated, agents know their clients will be getting the VIP treatment by skipping the lines at must-see sights, and arriving without stress thanks to transportation from the airport to hotel and in-person transfers between cities, including first-class train transportation. They’re trading waiting for reveling and wondering for wonderment. When clients travel with Monograms, they’re on their own but never alone: An invaluable proposition for agents.”

To showcase the Monograms difference, the company is providing agents a [video](#), starring actors Brooke Burns and Derek Phillips. The video – a “Sliding Doors” scenario – features a couple traveling on their own and the hassles they encounter along the way. Conversely, it spotlights the same couple experiencing the Monograms difference, including enjoying the services of an on-site Local Host, VIP sightseeing and transportation between cities. Other Monograms benefits include hand-selected, centrally located hotels, buffet breakfast daily as well as customization and personalization via MyMonograms.

“Monograms combines the hassle-free travel of an escorted tour with all of the freedom of an independent vacation. It is so unique, so one-of-a-kind, it defies all travel categories,” said Born. “Monograms is, quite simply, a better way to travel. And a better choice for agents selling independent, all-in-one vacations to their clients.”

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MONOGRAMS

Monograms Difference – 2-2-2

According to Born, the average time it takes for an agent to book a Monograms vacation is 10 minutes. And the average commission is \$1,000.

For agents interested in learning more about Monograms, the company offers an MBA (Monograms Booking Agent) specialist program. To date, more than 3,500 travel agents have taken part in – and graduated from – the specialist program. Some MBA perks include:

- Getting 50% off any Monograms worldwide package, any time – after just 1 booking!
- Sorting to the top of the Agency Locator on the Monograms consumer site
- Garnering an MBA diploma and logo
- Receiving complimentary marketing materials, customized press release and video

Agents can get started, selling the Monograms experience today. **Monograms 2015 is on sale now.** To celebrate, the company is offering agents – and their clients – the following **BOOK NOW** deals:

- **Save \$1,000 per couple** on 2015 Monograms Italy packages with Star Alliance
- **Save \$400 per couple** on 2015 Monograms Europe packages with United Airlines

To learn more about Monograms, the company's limited-time offers or to register for the MBA program, agents should visit globusfamilypartner.com.

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ABOUT MONOGRAMS

With nearly 40 offices staffed with more than 200 travel experts that extend as far as Asia and as wide as Europe, Monograms has a rich reputation as a company travelers can depend on to help them simplify travel planning while creating special dream getaways. Monograms affords travelers the power to personalize their vacation without having to take care of planning details or logistics, thanks to the on-site support of a Local Host. With Monograms, travelers are assured their vacation details are taken care of, including hotel, transportation, sightseeing and more, so they can simply focus on having fun. Monograms is part of the Globus family of brands, an award-winning, travel industry leader with more than 85 years of international travel expertise. The Globus family of brands is a member of Sustainable Travel International (STI).

Consumers can book a Monograms vacation or request brochures by visiting a preferred travel agent or by calling the following toll free number: 1.800.250.7614. For more information, please visit Monograms.com.