

Add a GOLF BREAK. Build a Booking.

New GOLF BREAKS by PerryGolf

Thanks to the management team in Atlanta, we have an interesting new idea. GOLF BREAKS by PerryGolf are a collection of 3 night / 2 round extensions priced around \$2,000 which your clients can add to their original non-golf itinerary.

We are concentrating on the United Kingdom as we test the program. The chart below provides a summary of the types of extensions we can provide but, as always, keep in mind we can customize a schedule any way you wish. Detailed itineraries for each extension are available at www.perrygolf.com/aexp.

Tour	Nights	Rounds	Price
Scottish Highlands	3	2	\$1,645
Scotland & Turnberry	3	2	\$2,175
Ireland in Dublin	3	2	\$1,325
Ireland's Old Head	3	2	\$1,655
Northern Ireland	3	2	\$1,690
England's Royals	3	2	\$1,770
Wales' Celtic Manor	3	2	\$1,885
St Andrews & The Old Course	3	2	\$2,700

Sales Plan A – Leisure Travel

The sales plan is one step simple: when you receive an inquiry for general leisure travel to Scotland, Ireland, England or Wales ask the cardmember if they play golf. If they do, you have a prospect.

We estimate that 45-55% of Centurion and Platinum cardmembers play golf which promises a meaningful stream of opportunities. The GOLF BREAKS we've provided feature some of the most famous courses in the world.

Sales Plan B – Business Travel

The same process works for Business Travelers. A golfing cardmember spends a week on business in London, or Edinburgh, or Paris and buys a weekend extension to Scotland, or Ireland, or Wales before returning home.

Sales Plan C – Future Golf Travel

An extremely valuable byproduct of the exercise will be the ability to identify your golf clients. This will allow you to confidently suggest future golf travel opportunities to a prospect you know to be qualified. Better yet, with the renewed knowledge your client will have about international golf from American Express, **they can call you!**

Questions?

Feel free at any time to contact one our Golf Travel Specialists at 800 344 5257 or Information@PerryGolf.com. We also offer **LIVE CHAT** now which you can access from our website.

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