

## Add a GOLF BREAK. Build a Booking.

### New GOLF BREAKS by PerryGolf

GOLF BREAKS by PerryGolf are a collection of 3 night / 2 round extensions that promise a memorable addition to any business or leisure booking by clients who play.

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/agentservices](http://www.perrygolf.com/agentservices).

Tour	Nights	Rounds	Price
Scottish Highlands	3	2	\$1,650
Scotland & Turnberry	3	2	\$2,290
Ireland in Dublin	3	2	\$1,450
Ireland's Old Head	3	2	\$2,050
Northern Ireland	3	2	\$1,850
England's Royals	3	2	\$1,725
Wales Celtic Manor	3	2	\$1,870
St Andrews & The Old Course	3	2	\$2,840

### 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 client if they play golf. If they do, you have a prospect.

A significant portion of your higher-end clients will belong to a private golf or country club which promises a meaningful stream of opportunities. Moreover, 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 client 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

A valuable byproduct of the exercise will be the ability to identify your golf clients. You'll know where to sell future golf travel opportunities but also **they'll know to call you!**

### Questions?

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

