SEIZE THE OPPORTUNITY

- Activities & Transfers is a $64 Billion dollar market.*
- 80% of vacationers shop for travel activities online.*
- Rates up to 58% below retail.
- Travelers are booking activities and transfers no matter what – make sure it is with you!

*Statistics are from When They Get There (and Why They Go): Activities, Attractions, Events and Tours (2011), PhoCusWright, Inc.
WHY SELL ACTIVITIES & TRANSFERS?

- Offer your clients better rates before they travel
- Add more value to the vacation experience with these experiences
- Be a convenient, one-stop-shop for all your clients’ needs
- Increase transaction size & profitability

WHY TOURICO HOLIDAYS?

- Product variety
- Low mark-up on Activities compared to other wholesalers
- Easy to search and book attractions & transfers
- Highest profit opportunities – **Up to 58%!**
- Direct contract with Cirque du Soleil Shows
- Exclusive B2B seller of over 10% of our inventory, such as Merlin Entertainment attractions & the Warner Bros Studio Tour

THE 25+ SERIES

- A Compilation of Tourico Holidays’ preferred activities by destination
- Minimum of 25% profit available to you on top activities
- Ask your sales manager for the list!
OUR FOOTPRINT

Tourico Holidays offers 10,000+ activities in 90+ countries and 19 different activity categories!

- T.H.E. Pass
- Sightseeing Tours
- Air Tours
- Boat Tours
- Shopping Tours
- Multiple Day Guided Tours
- Packages & Combo Tours
- Attraction Passes
- Theme Parks
- Watersports
- Recreational Rentals
- Ski
- Golf
- Museums
- Theater & Concerts
- Dinner Shows
- Restaurants
- Private Transfers
- Shared Transfers
### TOP DISCOUNTS

<table>
<thead>
<tr>
<th>Make 59% Profit</th>
<th>Make 56% Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aquarium of the Bay <em>(San Francisco)</em></td>
<td>Buenos Aires Express City Tour <em>(Buenos Aires)</em></td>
</tr>
<tr>
<td>Make 50% Profit</td>
<td>Make 44% Profit</td>
</tr>
<tr>
<td>Warwick Castle <em>(London)</em></td>
<td>Shop &amp; Shuttle - Woodbury <em>(New York)</em></td>
</tr>
<tr>
<td>Make 40% Profit</td>
<td>Make 37% Profit</td>
</tr>
<tr>
<td>Miami Open City Tour - Hop-on/Hop-off Bus Tour <em>(Miami)</em></td>
<td>Dave &amp; Buster’s <em>(Various U.S. Locations)</em></td>
</tr>
</tbody>
</table>

### UP TO 58% OFF TRANSFERS - TRANSFERS ARE AVAILABLE IN *EVERY DESTINATION* WHERE WE SELL HOTELS

### NEW!

**ANCILLARY VIP PROGRAM**

*We pass the profit to you!*

We’re passing the profit to you! For clients with an Activities XML connectivity and at least $10,000 booked in our system, you’re in our VIP program which allows you to add up to 7% more profit on activities you book the most!

Ask your Sales Manager about getting started with this VIP Program.
PROFIT OPPORTUNITIES

Compare our rates to prices your clients pay online for the same tickets

**Warner Bros. Studio Tour London**
- **The Making of Harry Potter**
- Fans of Harry Potter will get a behind-the-scenes look at the magical world of Harry Potter and his friends. Forget public transportation and parking fees, this trip to ...
  - Read More

<table>
<thead>
<tr>
<th>London, United Kingdom</th>
<th>From GBP</th>
<th>£55.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 hours (approx.)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Our Price:**

<table>
<thead>
<tr>
<th>Morning Tour</th>
<th>Aug 14 (Thu)</th>
<th>1</th>
<th>0</th>
<th>£30.00</th>
<th>£23.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Afternoon Tour</td>
<td></td>
<td>0</td>
<td>0</td>
<td>£30.00</td>
<td>£23.00</td>
</tr>
<tr>
<td>Evening Tour</td>
<td></td>
<td>0</td>
<td>0</td>
<td>£30.00</td>
<td>£23.00</td>
</tr>
</tbody>
</table>

**More Details**

Add to cart

**Legoland Florida**
- **2 Day Pass to LEGOLAND® Florida + FREE Round Trip Shuttle**
- 2-Day ticket to Legoland Florida; includes transportation 2nd day must be redeemed within 9 days of first use ...
  - Read More

<table>
<thead>
<tr>
<th>Orlando, Florida</th>
<th>From USD</th>
<th>$92.00</th>
</tr>
</thead>
</table>

**Our Price:**

<table>
<thead>
<tr>
<th>2 Day Pass to LEGOLAND® Florida + FREE Round Trip Shuttle</th>
<th>Aug 14 (Thu)</th>
<th>1</th>
<th>0</th>
<th>$68.00</th>
<th>$63.00</th>
</tr>
</thead>
</table>

**More Details**

Add to cart

**Disneyland Paris - 1 Day 2 Park Magic**
- Disneyland® Paris 1 Day 2 Park Magic Ticket provides admission to both Disneyland® Park and Walt Disney Studios® Park for one (1) day in low and high season ...
  - Read More

<table>
<thead>
<tr>
<th>Paris, France</th>
<th>From USD</th>
<th>€81.00</th>
</tr>
</thead>
</table>

**Our Price:**

<table>
<thead>
<tr>
<th>1 Day 2 Park “Top receptive 500 offer”</th>
<th>Aug 14 (Thu)</th>
<th>1</th>
<th>0</th>
<th>€49.00</th>
<th>€49.00</th>
</tr>
</thead>
</table>

**More Details**

Add to cart

**Make £25 profit per ticket!**

**Make $24 profit per ticket!**

**Make €32 profit per ticket!**
THE MATH

You receive 5,000 hotel bookings per year with an average of 2 guests
Tourico Holidays average activities rate (AAR) is $320
10% of those booking a hotel with you, also book activities
Let’s assume you make a 20% profit off activities
You’ll make $320,000 Gross from activities bookings and $64,000 profit!

5,000 x 2 x $320 x 10% = $320,000 gross & $64,000 profit

BOOKING CHANNELS

**TouricoHolidays.com**
Available through a tab on the navigation bar, agents can search using various parameters & add products to a shopping cart. When booking other product lines, agents will find specific recommendations of attractions & transfers within the booking flow.

**White Label**
Available just as on TouricoHolidays.com, simply request the Activities & Transfers tabs be added to your White Label & make a set commission off every booking.

**Host-To-Host**
All our inventory is also available through XML connectivity. This seamless integration is easy to develop.