

**NOTES AND QUESTIONS  
FOR YOUR INITIAL CONVERSATION  
WITH AYELET**

**WHY BOOK WITH AYELET?**

**What is the Ayelet difference?** It is our goal to provide you and your group with professional and attentive service from the moment you first call us until the moment you return from your group tour. Our customized service ensures that you and your group participants will have an exhilarating and satisfying experience that will live in your memories forever! Here are just a few reasons why planning your travel with Ayelet Tours is the smartest choice you can make as a group leader:

- **Don't go it alone!** Planning a group tour is a major endeavor, and can be frustrating if you try to do everything yourself. Working with Ayelet Tours, you will be provided with your own personal agent who will work with you from the very beginning of the planning stages. The agent will work with you to sculpt the perfect itinerary, pricing out all of your air and land touring options. Your Ayelet agent will always be there to assist you and your group members with any questions or special arrangements that need to be made.
- **Leave it to the experts!** Our ongoing relationships and familiarity with airlines, hotels, restaurants, sites and other travel-related companies allows us to analyze and advise as to what the best arrangements are for your group.
- **We will exceed your expectations!** Our agents will work with you to make certain that your itinerary is customized and designed to meet all of your specific requests. It is our goal to provide you and your participants with a tour that is engaging and memorable while also financially feasible.

- **We believe in team work!** Our staff will provide you with marketing and promotional materials that will make advertising your tour incredibly easy! We can provide you with flyers, DVDs, and any other supplemental information you request regarding your destination.
- **Always there for you!** Should any challenges arise during the course of your travel experience, Ayelet will be there to assist you and immediately provide a solution!
- **GROUP LEADERS TRAVEL FREE!** Best of all, our proposals provide pricing based on free travel for the group leader.

You are never alone. From your Guide and Driver to the network of people working behind the scenes and around the clock to insure your satisfaction, you will rest easy knowing that your group is in the hands of professionals dedicated to providing your group with an unparalleled experience.

***THE MEMORIES LAST FOREVER!***

**LET US KNOW!**

**Since 1986, Ayelet Tours has provided its clients with outstanding service, end-to-end. The hotels, guides, drivers and restaurants we use are chosen from the personal experience of our expert staff, as well as feedback from clients like you. We look forward to welcoming you at your destination and hearing afterward about your experience!**



# The Ayelet Difference

A Group Leader Guide to  
Planning Your Next Group Tour  
with Ayelet Tours.



# Ayelet Tours, Ltd.

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# THE SIX SIMPLE STEPS TO PLANNING YOUR TOUR WITH AYELET

## 1. Contact Our Office



So your community is ready to plan a group tour. Where to begin? The responsibility of planning a tour can be daunting and stressful. Ayelet Tours has established a system that makes the planning process smooth and enjoyable.

During your initial conversation with an Ayelet Tours representative, you will be asked a number of important questions that will help us understand your priorities in planning this tour.

- ⊙ What is the preferred length of your trip, and the preferred dates of travel?
- ⊙ What are the preferred cities and sites you would like to visit on your tour? How many nights would you like to spend in each city or region?
- ⊙ Are there any special cultural, social, or educational programs or speakers you would like us to arrange for your group? This may include a bar/bat mitzvah ceremony or other religious celebration.
- ⊙ Are there specific activities you would like to include in your tour? Some of the most popular "extras" include home hospitality visits, archeological digs, tree planting opportunities, Bedouin/Druze hospitality, lunch or evening cruises, kayaking, jeep tours, or visits to local charity organizations.
- ⊙ What is the flight preference for your group? Do you prefer a certain airline, or class of flight? Is there a particular time of day you prefer to fly? We will also provide you with "land only" pricing.
- ⊙ What is your accommodation preference? You can choose the hotels you and your group members will be staying in based on class, location, etc.

Do you and your group have particular meal requirements? Would you like to include a Welcome Dinner, Shabbat dinners and/or lunches, and a Farewell Dinner? Would you like to enjoy your meals at your hotel or would you prefer home hospitality? Your agent will go over all of the available options.

- ⊙ How many people are you anticipating will join you on the tour? This assists us in providing you with accurate price quotes.
- ⊙ How many free travelers would you like to factor in to the pricing estimates we will provide for you? Of course, this is also the time for you to raise any questions you might have about the tour planning process. Our agents will be happy to answer all of your questions.



## 2. The Proposal

After your initial conversation with an Ayelet agent, you will be presented with an itinerary and proposal based on the details you provided. The itinerary will include the sites of preference, along with any meals you wanted included.

The proposal you receive will be based on double occupancy unless otherwise indicated, and will include pricing based on your preferred class of hotel accommodations.

Proposals will usually include:

- ⊙ Accommodations per your itinerary
- ⊙ Meals per your itinerary
- ⊙ Transportation to/from sites per your itinerary in an air-conditioned motorcoach or other vehicle large enough to comfortably accommodate your group
- ⊙ An Expert English -speaking guide
- ⊙ Entrance fees to all sites
- ⊙ Transfers to/from the airport and assistance at the airport
- ⊙ Portorage for one or more pieces of luggage

Based on your preferences, the proposal might also include:

- ⊙ International and/or domestic flights
- ⊙ Tips to drivers, guide, and dining wait staff (usually listed separately)

Proposals will usually NOT include:

- ⊙ Visa and passport fees
- ⊙ Departure taxes, fuel surcharges, and excess baggage fees
- ⊙ Travel insurance
- ⊙ Meals other than those indicated in the itinerary
- ⊙ Optional site-seeing and excursions
- ⊙ Items of a personal nature

IMPORTANT: Though Ayelet Tours does not sell Travel Insurance directly to our clients, we HIGHLY RECOMMEND that all of our clients purchase insurance before traveling, and that participants purchase their insurance plan well in advance of their departure date to make certain they receive the most complete coverage plan. **In order to be fully covered for pre-existing conditions, you must take out insurance within 15 days of your initial deposit (which can be found on your receipt).** Acting immediately will avoid many possible future problems with refunds or medical coverage. Please go to [www.ayelet.com](http://www.ayelet.com) and click on the Travel Guard icon

## 3. Promotion



Once Ayelet Tours has received your group deposit, we will generate a promotional flyer for you to print and distribute to potential participants. The flyer will include tour highlights, the tour itinerary, and an initial registration form. Participants should also submit a copy of their current and valid passport (passport must be valid for at least 6 months after the planned date of departure).

It is also useful to have a few promotional sessions providing information to those interested in joining your tour. Ayelet Tours will provide you with a promotional DVD to help generate "buzz" in the community, as well as any other supplemental materials you might request. We can send you maps of your destination, travel tips, a list of recommended restaurants, cell phone rental information and other information participants will find useful.

## 4. Group deposit/ Individual payments



Once the itinerary has been created and the proposal has been approved, we request that you submit an initial good-faith deposit on behalf of the group in order to confirm the arrangements. Individual payments are usually sent directly to Ayelet Tours. Participants will receive a confirmation/invoice letter including the balance due, along with a letter welcoming them to the group. These documents will be sent via email unless other preference has been specified. The full balance for tour participants is due 61 days prior to departure.

## 5. Keeping you updated & Preparing for your departure

Your Ayelet Tours agent knows how important it is to keep you updated. You will receive emails and/or phone calls on a regular basis, updating you as to who and how many participants have registered for your tour.

We are also available to update and adjust your itinerary based on your changing needs.

As your departure date nears, you and your tour participants will receive tour packets to help you prepare for your tour. A packet typically includes:

- ⊙ A letter confirming flight reservations and hotel accommodations
- ⊙ A hotel information sheet with contact information for all of your scheduled accommodations
- ⊙ A nametag for each group participant
- ⊙ Luggage tags
- ⊙ An e-ticket confirmation or paper ticket, depending upon the airline used
- ⊙ Travel tips to assist you in packing for your tour
- ⊙ A 24-hour number for Ayelet Tours, to be used in case of emergency.

## 6. DEPARTURE!



If Ayelet Tours has arranged an international group departure for your tour, please plan to meet at the airport of origination at least three hours before scheduled departure. This will allow enough time for you and your tour participants to go through the security checkpoints that are now in place. Your tour participants should have luggage tags and nametags that make identifying your group members easier, even among large crowds.

Once you have landed at your destination, your group will be met and assisted by an Ayelet Tours representative. They will guide you through customs and make certain that you and your tour participants are safely transferred to your awaiting guide and driver!

**HAVE A WONDERFUL TRIP!**