



Thomas
Cook

A world of possibilities

You can give all kinds of holiday treats
with Thomas Cook Travel Rewards



Welcome to Thomas Cook Travel Rewards

With over 100 years' experience and a whole world of travel opportunities at our fingertips, Thomas Cook offer a one-stop service for Travel Rewards.

Travel is recognised to be amongst the most motivating incentives available. With our range of Travel Rewards you can be assured they will go a long way towards meeting your objectives. Whether you are looking for a customer-based promotion for your products and services, a staff or customer incentive or a loyalty programme, there is nothing like a holiday or holiday vouchers to bring people onboard. At Thomas Cook Travel Rewards we have the flexibility to arrange any kind of trip or experience imaginable and bring it together as a flexible ready-to-run package for your market.

With such flexibility and choice there's no better way to reward the people who've gone that little bit further for you.

Thomas Cook Travel Rewards can provide a whole range of initiatives:

- **Incentives for your sales force, customers and staff**
- **Loyalty schemes**
- **Competition prizes**
- **Achievement awards**
- **Or simply... Thank You.**

Many of our customers come to us with a clear idea in mind - and we bring the ideas to life. Many others, though, are looking for inspiration, and that's when our expertise kicks in. Here's just a handful of what's on offer:

- **Gift vouchers**
- **Holiday discount vouchers**
- **Travel prizes**
- **Multi-prize incentives.**



Travel Gift Vouchers

Thomas Cook Travel Vouchers can be used as full or part payment for all travel products and services. Including:

- **Summer holidays**
- **Flights**
- **UK breaks**
- **Cruises**
- **Theatre breaks**
- **Snow holidays**
- **City breaks**
- **Car hire**
- **Sports packages.**

Thomas Cook Travel Vouchers are easy to redeem, are valid forever and are totally transferable. They can be redeemed in 3 simple ways:

- **At any Thomas Cook store across the UK and Ireland**
- **Over the phone with our Sales Centres, open 8am - 10pm, 7 days a week**
- **Online at thomascook.com**

Thomas Cook Travel Vouchers are available in denominations of £10, £25, £50, £100 and £250 and gift wallets are free.

Buy more, pay less!

Orders over £2,500 qualify for discounts which can be taken in the form of a deduction from your payment, or as extra vouchers – the choice is yours!

Retrospective discount available on multiple orders

Thomas Cook can also offer you a retrospective discount scheme. This system gives you the flexibility of buying Travel Vouchers in smaller amounts without losing your discount or having to buy in bulk (This must be agreed in advance).

The discount awarded depends on your cumulative purchases reaching pre-determined annual levels.





Hemingways Marketing Services Ltd (Voucher Express)

Hemingways are a gift voucher and gift card distributor and supply a large number of corporate clients with these products. They generally use vouchers for staff and customer incentives and reward schemes and have worked with Thomas Cook Travel Rewards for a number of years.

“ We choose to purchase travel vouchers because everybody enjoys travelling and who is better than Thomas Cook to travel with? The Thomas Cook Travel Rewards team are always professional, provide a fantastic service. and offer an extremely friendly service. ”

“ We regard Thomas Cook as being the leading travel rewards gift voucher supplier. Our corporate customers generally cite Thomas Cook as the most popular travel reward option in regard to promotions and incentives. We have built up a great relationship with the Travel Rewards team over the years. They are always extremely helpful should we ever have a customer query, and they are always willing to offer support for client promotions. ”

Arriva London South

Arriva London South frequently purchase Thomas Cook Travel Vouchers to reward their staff who have completed long service.



Holiday Discount Vouchers

Thomas Cook holiday discount vouchers are the perfect cost effective solution for short-term tactical offers or promotions over a longer period of time, whatever your objective may be. There are 6 different holiday discount vouchers which target 6 different types of holiday – all available from stock, so they are really easy and quick for you to use – with no design or print costs.

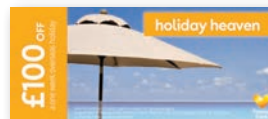
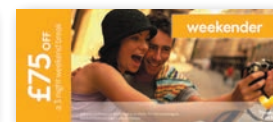
Easy for your customers to use!

Once you've received your vouchers - simply distribute them to your customers and leave the redemption to us! Every voucher carries all the information that your customer will need regarding the offer, including instructions on how to book and claim.

- **There is no requirement to spend a minimum amount**
- **Bookings must be made by phone through our call centre - vouchers cannot be redeemed in a Thomas Cook shop or online**
- **Each voucher carries an expiry date with at least 12 months validity by which date travel must be booked. There is no restriction on the dates of travel.**

Costs per voucher ordered: All costs are exclusive of VAT.

Order volume	250+	1,000+	5,000+	10,000+
Wallet	£0.20	£0.15	£0.10	£0.05
£25	£1.00	£0.75	£0.50	£0.30
£75	£2.50	£1.50	£1.25	£0.80
£100	£2.50	£1.50	£1.25	£0.80
£150	£2.50	£1.50	£1.25	£0.80
£200	£2.50	£1.50	£1.25	£0.80
£250	£2.50	£1.50	£1.25	£0.80





Holiday Prizes

Everybody likes winning prizes, and when that prize involves travel, all the better. So it will come as no surprise to learn that holidays are by far the most sought after rewards and prizes of all.

Whether you need just one short break in the UK, or a selection of trips across the globe, the Thomas Cook Travel Rewards team will make holiday prizes an easy decision for you.

No headaches – no hassle!

Trust our product quality – We use hundreds of suppliers around the world, every one thoroughly checked for quality and safety. So you know that even the most unusual prizes will be quality-assured.

No-one knows travel like Thomas Cook

We'll come up with ideas that you will love – at the budget to suit! We'll suggest destinations and experiences with maximum appeal to your target audience, with the reassurance that every detail has been thought through.

Great service to you and your client

Deciding on the right prize is only half of your challenge – your client wants assurance that your supplier is secure and reliable and will uphold their brand values throughout.

Make it easy on yourself

Save time and money by concentrating on what you do best – and leave the sourcing and delivery of travel prizes to us.

Prize winner management

We offer a complete prize winner management service which means that you can rest assured that your prize winners are in capable hands and that every detail of their holiday will be taken care of.



“ We decided to choose Thomas Cook Travel Rewards because they are a nationally recognisable company with a trustworthy name, which reassures our readers that prizes are genuine with no hidden catches. The team are a pleasure to work with. For us they provide an efficient and creative service that keeps within our budgets and provides great follow-up customer service to our winners. ”

Anglian Home Improvements

Anglian Home Improvements have worked with Thomas Cook Travel Rewards on several incentives for their sales force. The campaigns have motivated the team to improve sales to achieve varying levels of rewards.

Puzzler Media Limited

Puzzler Media Limited used Thomas Cook Travel Rewards to provide a wide range of prizes for feature competitions within puzzle promotions magazines.

“ We choose to work with Thomas Cook because they are perceived well by our sales force, are easy to order from and the process for our winners is simple as well. They have very helpful staff which makes life easy for everyone. They provide great incentives for our sales force. ”



Our work

Here are just a few examples of the campaigns that Thomas Cook Travel Rewards have managed for our customers.

Puzzler Media

Puzzler Media ran this particular competition in Chat magazine. They sourced prizes from Thomas Cook to Egypt for the lucky winner of the crossword competition. Thomas Cook then looked after the prize winner to ensure that every element of their holiday prize was taken care of.

Sharwood's

The Travel Rewards team in conjunction with Sharwood's ran a 3 month on-pack promotion on their products, offering customers a chance to win 50 city breaks a day that were provided by Thomas Cook. Customers were able to choose from a number of city break destinations including Rome, Paris and Dublin.





Thomas
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Contact us

Please contact a member of the Travel Rewards team
for more information about how we can work together.

Call us:

For vouchers and prizes
0844 800 7005

Email us:

For vouchers and prizes
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Visit our website:

For vouchers and prizes
www.thomascoktravelrewards.co.uk



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