

International Travel Operations Management
Amsterdam Package holiday - Back office document

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BMTP5017

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Introduction

The city break destination is Amsterdam. The city break will cost each person £591.94, in the package the customer will be paying for is silver zone parking at Bristol airport with a free twenty-four-hour shuttle bus, EasyJet return flights from Bristol to Amsterdam, transfer pass with GVB for the 4 full days. The customers are staying at the Corendon City Hotel, located southwest of Amsterdam city center. Two excursions that they wanted are the sex museum and Anne Frank's house. On the first night, they will be visiting the flying dutchman cocktail bar to start the City break.

The specialist freelance Travel Agent working on this City break is Caitlin Morgan, she is one of our general assistants. She is Perfect for this job as she understands what the customer's needs and wants are.

Aim and Objectives

- Amsterdam has a green guide on what they are doing to reduce greenhouse gas emissions by 2030. Says Litston, J.(2022) they are doing this because most of the landmarks are at sea level. Which means they will be destroyed.
- Amsterdam has eco attractions.
- Everyone that visits has an amazing experience and comes back to book again.
- Booked the excursions on what the customers wanted.
- Listen to the customer's needs and wants.

Impacts of covid- 19

- Covid -19 could strike again leaving customers restricted to travel. As Schmocker, J.D. (2020) states cities try their best to be as clean as possible, especially on public transportation. All the cities had a massive issue when covid came around so they tried their best to prevent any spread of infection.
- People did not know how to react to the situation, but now the government knows how to restrict the general public and protect them as Rahman, M.K, Gazi, A.I, Bhuiyan, M.A and Rahaman, A. (2021).

Impact and issue -

Brexit

- Price increase on flights, accommodation, and transport.
- As Berkum, S.V. (2018) states due to Brexit the trade between the Netherlands and the UK foods could be decreased by 2% for the dutch to deport the supplies to the UK.
- Visa may be needed in some countries, the guidelines are changing regularly.

Cancellations

- As shown on the Easyjet website,(2022). If a flight is canceled they can transfer the passengers to a different flight for free if a flight is available. The company would also offer a voucher to use again with the full value of the holiday. The lead passenger will have 12 months to use the voucher before expiring.
- The passenger can request a voucher on the managed booking site.
- Also, the EasyJet website, (2022) states "all refunds are processed in seven days".

Travel disruption

- The flight could be delayed or canceled due to this people's behavior change and become very negative. Li, S. Jiang, Y and Scott, N.(2021).
- Lost luggage - increases the waiting time.
- The holiday booking is all correct.
- Covid-19 testing, if needed.
- Covid -19 vaccination, if needed.
- Any vaccination.

Competitors offer -

- As shown by the travel agent, different prices on flights to Amsterdam. KLM was cheaper but did not have the same coverage as EasyJet.
- No ATOL or ABTA certificates on any of the websites, which is worrying.
- The travel agent went for the safe option and where the customers'/ money would be safe.
- All the hotels in the city center have increased their prices. That is why the customers are on the outskirts of the city, due to major price increases.

Target market -

- The Target market is a Hen party of eight women going on a city break as a package holiday.
- Age range is 21-26.
- The customers are looking for an experience that they will never forget.
- Fun, outgoing, and exciting things to do whilst visiting but do not have a major budget to spend.
- The budget that the customers have given is 600 pounds maximum spend each, without spending money included.
- The hen party will be going to Amsterdam for three nights and four days with 2 excursions included in the price.
- The other excursions that the travel agent has added are free.
- Getting the marketing right to target the customers is very important, as marketing is the main responsibility of profit growth, as Kotler, P. (2012) states.

Marketing

- The marketing technique is; using a digital brochure and posting on social media.
- Using Instagram to target the market.
- Instagram is the most popular social site apart from Tiktok.
- Ensure all the excursions are visible on the brochure.
- Marking the hotel in the correct way, adding pictures.
- Ensure the customer knows where they are flying from.
- Also they will be going to the Flying Dutchman cocktail bar. Add pictures.

ABTA (2022)

- Stands for The Association of British Travel Agents.
- ABTA protects all transportation in the UK.
- From rail to airlines.
- They offer people support and advice.
- ABTA has all the information the customer needs.

ATOL (2022)

- The meaning of ATOL is Air Travel Organiser's Licence.
- This protects all holiday packages when booked with an ATOL certificate, such as TUI.
- Do not book with a travel agent/ flight company if this sign is not visible on the website.
- Only protects flights and holidays.

Insurance

- Columbus Direct which is advised on the EasyJet website for the customer's travel insurance with a discount.
- The company gave the travel agent a fixed rate for the group of people.
- Gold Insurance.
- Covered for 4 days on holiday.
- The insurance covers 8 people.
- 24/7 English speaker emergency helpline.
- The insurance also knows where the hen party is located, which is in Amsterdam.
- Insurance covers all mischievous actions.

The screenshot shows a quote from Columbus Direct. The price is £160.72. The start date is 23/02/2023 and the end date is 26/02/2023. The destination is the Netherlands, and the max trip duration is 4 days. The type of cover is Gold Single Trip, covering 8 persons. Ski insurance is not included. A note states the price includes IPT @ 20%. Below the quote, there is a link to contact the team via webchat or email, and two checkmarks indicating a 14-day money back guarantee and a 24/7 English speaking emergency helpline.

COLUMBUS DIRECT	
cover shown below.	
Price: *	£160.72
Start Date:	23/02/2023
End Date:	26/02/2023
Destination:	Netherlands
Max Trip Duration:	4 days
Type of cover:	Gold Single Trip
Persons Covered:	8
Ski Insurance:	No
* Price includes IPT @ 20%	

If you have any questions about the quote process [click here](#) to contact a member of our team via webchat or send us a message using our contact us form.

- ✓ 14 day money back guarantee
- ✓ 24/7 English speaking emergency helpline

Manage the Data

- Customers' data will be deleted on the day of flying.
- The travel agent will ask the customer what information they can keep due to records.
- Customers' data will help with finding.
- Feedback forms from the holiday will be given on the day of arrival home.
- The feedback form will be sent out as an email.
- <https://docs.google.com/document/d/1Pul7vgyTgpEhtUpGhAcl4sDbS0iyyNx8OslYeXjVx2M/edit>

Online booking

- The travel agent will need to confirm that all passports are valid before the booking.
- The travel agent will need a lead passenger. That person will be the main contact with emails and payments.
- Any requirements the traveler will need.
- If the customer has any inquiries or changes, they can always call or email.

Payments

- Only £65 per person for a deposit to go.
- Monthly payments every month or pay the rest 7 days before flying.
- The best way to pay is via credit card. They recommend using one when booking.

Delta trade document -

Gov website. (2022).

- Will need a valid passport in advance of when the customers fly out and fly home.
- All information needs to be correct on boarding passes and passports.
- The value for goods a passenger can bring into the UK is £390, such as perfume and jewelry.
- Four liters of spirits over 22% of alcohol volume.
- "42 liters of beer and 18 liters of still wine".
- The alcohol percentage is 100%. So whatever spirits you buy the ABV has to add up to 100% and no more. Otherwise, it will get confiscated.
- "Tobacco is 200 cigarettes, 50 cigars or 250 grams of tobacco or 200 sticks of tobacco for heating".
- Must be 17 or over to bring it home.
- Banned goods - any weapons, drugs, firearms, explosives, or counterfeit such as CDs and certain radio transmitters.

Health and safety conditions

- Ensure that all customers stay hydrated, and warm, and sleep as much as possible.
- Inform the travel agent if there are any queries and if anything happens, might be passed through to out-of-hours operational.
- Work with different people to address the issues.
- The travel agent protects every traveler.
- Make sure to have the covid-19 vaccine 14 days before flying. To decrease the risk of getting poorly.
- Risk of a terrorist attack, natural disasters, and road accidents.
- Crime such as robbing. If seen, report it.
- Security at the hotel 24/7.
- Always sitting on the trains when possible, to decrease the risk of hurting themselves.
- Stress and worrying can be caused by flying.
- Could feel weird in new surroundings and could go into a panic and feel lost.
- Once they will be there all this will disappear and they will enjoy it.
- Everything is planned so no need to worry about that.

Terms and conditions Tui website.(2022).

The Agreement for Package Holidays.

The agent is a freelancer in the UK for outbound travel. The company number is 23456100. The travel agent is located in West Wales and can expect what they want when buying a holiday.

Booking the Holiday

When the customer books the holiday through the travel agent they are automatically added to the Agreements on behalf of everyone that is going on the holiday. The agent will only deal with the lead passenger who must be over 18, if anyone is younger then they must have a responsible adult.

The Agreement includes everything. Please ask for a copy of any conditions applicable. Also has relevant data about the booking confirmation and the whole agreement. The laws are made under England and Wales can choose the law and jurisdiction of Scotland or Northern Ireland but only if the customer lives there.

Information

The customer and travel agent must make sure that all information is correct before traveling. The travel agent will always keep the customers' personal data safe. Customers must give all information to everyone that is traveling and comply with all passports, visas, and other immigration requirements. All this must be in good condition, any passenger could be refused if damaged. If anyone is suffering injuries must let the travel agent know and if changes they have 48 hours before the holiday to change

The price

When the customers book the holiday, they must pay a deposit unless this is within 12 weeks of the holiday. They must pay in full. The travel agent will go through prices and deposits before the customer books. They have to pay the full balance at least 12 weeks before they fly. If they don't, the holiday will be canceled.

The travel agent will send the booking confirmation once you have booked. This takes up to 14 days. If anything is wrong with the information contact the travel agent as soon as possible, so they can change it.

Because of movements in the world such as taxes and exchange rates, the prices of the holiday could rise or decrease but the customers would have a refund. The travel agent will let the traveler know if the price has increased or decreased as soon as possible with a detailed explanation.

If they need to amend the holiday let the travel agent know and see what they could put in place for the customer.

COVID-19

Selected holidays are covered by the COVID Cover policy – see here for more information, <https://www.tui.co.uk/destinations/info/covid-cover-terms-and-conditions>

Change the Holiday

Sometimes they can make changes to the holiday. Which comes at an extra cost. Airlines providers can charge a fee which is like a cancellation. Fees can be up to 100% of the price for the holiday.

When the changes are made, the new travel arrangements price will be changed on the day the customer made the changes. Please note there won't be any reduction on the booking.

Depending on the changes the price of the hotel may go up if people cancel. They will need to pay the appropriate proportion.

Some parts of the holiday "excursions, transfers, children's activities, flight or accommodation options, room/board upgrades, late check-out rooms, theme park tickets, and airport parking, may be non-refundable."

Might want to visit somewhere else give the travel agent 7 days minimum notice, insurance can not be transferred and any additional cost will need to be paid.

Due to COVID-19, there may be amendments to the travel.

Depending on how long before the holiday the customers cancel, they need to get in touch with the travel agent. If the travel agent has canceled the holiday that will be due to the payment not being paid.

The customer will have the money back but not the deposit.

If the travel agent changes the holiday it will be the same standard of holiday that they booked and will have their money back.

Events Beyond the Control

of war, threat of war, riots, civil disturbances, terrorist activity or its consequences, industrial disputes, any failure to secure relevant flying rights, fire, health risks, transport, closed airports, actual or potential severe weather conditions, the imposition of sanctions. The travel agent can not control that.

Behavior

The travelers are the only ones allowed in the rooms and do not let anyone stay there. The customer is responsible and will be at an extra cost if damaged. The travel agent can refuse the travelers to go on their holiday if they are at risk to themselves or others. Also, flight attendants can also refuse a passenger.

If the passenger is stopped from boarding the flight from the UK. the travel agent will deem that as a canceled holiday and no refund. The customer can also be refused accommodation, the traveler would be responsible for your own return home.

"Disruptive behavior includes being threatening or abusive, damaging property, upsetting, annoying or disturbing any other traveler, our staff or agents or putting any of them in danger."

Excursions

If the excursions are not the travel agents, they can not deal with it.

If Things Go Wrong on the Holiday

The rights applying to packages under The Package Travel and Linked Travel Arrangements Regulations 2018. We are responsible for all the travel services included in the holiday. If any of them isn't provided as agreed the customer will receive compensation. Information on health services, local authorities and consular assistance. The travel agent will help with phone calls and emails to make travel arrangements.

If there is a Complaint

Please contact the travel agent if the customers have any questions or queries.

Personal Injury

The insurance would pay for the producer to be done. They need to notify the travel agent ASAP with the full story of what happened so they can put a plan in place for the travelers.

After the holiday they can contact After-Travel Customer Support.

Protecting Your Money

The money is safe as long as ABTA and ATOL are there. If anything was to happen such as flight delays all customers are covered with ATOL and ABTA. the travel agent would have to help and get the customer home safe. The fullest protection is on the package holidays.

"Your Financial Protection. When you buy an ATOL protected flight or flight inclusive package from us you will receive an ATOL Certificate. This lists what is financially protected, where you can get information on what this means for you and who to contact if things go wrong."

Itinerary of the city break -

Day 1 - 23th of February,2022.	• The Hen party will have to drive in two separate cars to Bristol Airport they will have to arrive there, three hours before the flight takes off. • Everyone will need to ensure that they have their money, and valid passports on them at all times. • They should have all raised emails with the GVB passes, three days before the flight, if not contact the Travel agent. • Also, the travel agent will need the license plates of the cars that will be registered on the day of arrival to the silver zone. Checking into the silver zone is easy, just park. • Check-in the keys will be thru a computer that the customer will do themselves and then drop the key in the hole in the wall.
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	• Next, all customers will have to catch the bus to the airport this will be the free shuttle. • Find the EasyJet desk with the flight number above. • This is where the customers will check in their bags and show boarding passes. Walk to the right of the Airport, up the escalators, they will find security. • After that, they will be waiting for gate departure. • show boarding passes once again. • The flight to Amsterdam takes one hour is twenty minutes. • The customers will have to go and collect their bags from the baggage area. • Next, the group will have to look for the NS Sprinter which is the train. Transfer from Amsterdam airport, Board the NS Sprinter towards Hoorn Kersenboogerd which are every thirty minutes. • At Amsterdam Lelylaan transfer to the metro, following the signs to M50 and M51 board either train, to Gein or Centraal station. Exit train at Henk Sneevlietweg station. • Four minutes walk to the hotel. • Check-in to the Hotel with their bags as they will be there early they will have to put them in a side room. Check-in to the rooms is at 3. • If going to Centraal catch the M50 or M51 tram to Centraal. • The group can catch trams, trains, and buses anytime for free when showing the passes. • Going to the Flying Dutchman Cocktails bar at four. 40 euros for two tables of four, books under the same
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	name as the tables will be next to each other. • Catch the train M50 and change at Amsterdam Zuid to train M52 and exit at Rokin. Then it is a seven-minute walk. • Last train 12:15 from Centraal station.
Day 2 - 24th of February, 2022.	• Breakfast is included in the hotel. • Transport by train from Henk Sneevlietweg to Anne Frank'shouse. • Will need to get on the M50 or M51 towards Isolatorweg, exit at the Amsterdam Lelylaan look for the 17 Tram heading to Centraal station. Exit tram 17 at Westermarkt stop and then it is a two-minute walk to Anne Frank huis. • After that, it is an eleven-minute walk to the Royal Palace which is also where Dam square is. The designer shops are north, east, and south of Dam square. • Transfer back to the hotel to get changed into the night outfit then find somewhere to eat could have food in the hotel or find somewhere near. • Nightlife - • The last trains leave at 12:15 am Centraal this does not mean the customers would have to go back on the train that is totally up to them.
Day 3 - 25th of February, 2022.	• Breakfast is included in the hotel. • They will be visiting the famous bridge via the M51 train from Henk Sneevlietweg station and will exit at Waterlooplein, then it is an eight-minute walk. • After that, they will be visiting the Rijksmuseum which is a

	nineteen-minute walk west of the skinny bridge. • To get to the red light district they will need to get to Vijzelgracht station board the M52 and exit at Rokin and walk north, east of the station it is an eight-minute walk. • From the red light district, they have booked the sex museum which is a ten-minute walk. • The seventeenth-century Canal ring will have to board the M54, M53, or M51 and get off at Nieuwmarkt. • The Hen party can find somewhere to eat and then go out straight after. • The last train is 12;15 from Centraal station.
Day 4 - 26th of February, 2022.	• Going to the City for breakfast or Breakfast is included in the hotel. • Transfer back to the hotel. • The Spa and pool will need booking on the arrival day. • The Hen party could have a late lunch, making sure they have enough time to travel to the Aiport. • Walk to the Henk Sneevlietweg station and board the M51 or M50 towards Isolatorweg. • Exit at Amsterdam Lelylaan transfer then to NS sprinter. • Stop at Schiphol Airpot. • Check in the bags and yourselves, must show a boarding pass and passport. • Go through security. • Wait for departure. • Get on the plane, showing a boarding pass. • Collect everyone's luggage. • Look for the silver zone parking bus stop.

- Collect the keys for the car at silver zone.
- Leave to come home

To get to Dam square -

- The journey will take twenty-eight minutes on the train line to get to Dam square. The station the customers will need is a four minutes walk from the hotel.
- The station that they will be going to is Henk Sneevlietweg station. Board the M50 or the M51 train
- Towards Centraal station. Exit the train at Amsterdam Zuid and transfer to the M52 train.
- Exit the train at Rokin which is after the stop Vijzelgracht.

Flights -

KLM flights - Did not pick these flights.

- The flights were cheaper but on the website, there was no ATOL or ABTA protection.
- It Costs more to buy the seats.
- The travel agent could not select seats.
- Could not select more than one passenger on the website. [23rd of November,2022]

This ticket is changeable but non-refundable and must be used in sequential order for the specified journey and in the specified dates [SHOW MORE](#)

Price overview

1 passenger	GBP 189.17
Flights and carrier fees	GBP 100.00
Adult	1x GBP 100.00
Government taxes and fees	GBP 89.17
Adult	1x GBP 89.17

[View tax details per passenger](#) [SHOW MORE](#)

Baggage [▼](#)

Passengers [▼](#)

Total price **GBP 189.17**

Flights
GBP 189.17

Trip duration: 1h20

09:00
Bristol, Bristol Airport (BRS)

Operated by: Klm Cityhopper, KL1050 Cityhopper
Aircraft: Embraer 175

11:20
Amsterdam, Amsterdam Schiphol Airport (AMS)

This ticket is changeable but non-refundable and must be used in sequential order for the specified journey and in the specified dates [SHOW MORE](#)

Trip duration: 1h15

16:40
Amsterdam, Amsterdam Schiphol Airport (AMS)

Operated by: Klm Cityhopper, KL1053 Cityhopper
Aircraft: Embraer 190

16:55
Bristol, Bristol Airport (BRS)

Your trip to Amsterdam

OUTBOUND FLIGHT

Thu 23 Feb 2023
Trip duration: 1h20

Bristol (BRS)

Amsterdam (AMS) **GBP 76.09**

Cityhopper [CHANGE](#)

RETURN FLIGHT

Sun 26 Feb 2023
Trip duration: 1h15

Amsterdam (AMS)

Bristol (BRS) **GBP 113.08**

Cityhopper [CHANGE](#)

EasyJet flights -

Bristol (BRS) to Amsterdam (AMS).

Departure 07:45

Arrival 10:10

Your fares

Adult 8 x £41.12

Seats 8 x £5.99

Small cabin bag x 8

15kg hold bag x 1 = £45.48

Flight number - EZY6162

Thursday 23rd of February, 2022

Amsterdam (AMS) to Bristol (BRS).

Departure 17:15

Arrival 17:35

Your fares

Adult 8 x £133.92

Seats 8 x £4.99

Small cabin bag x 8

15kg hold bag x 1 = £45.48

Flight number - EZY6167

Sunday 26th of February, 2022

All together = £1,856.00 divided by 8 is £232.

All seats have been selected for the PAX.

Basket £1,856.00	
Price breakdown >	
Bristol to Amsterdam	
EZY6161 	
Departure 07:45 Thu 23rd Feb	
Arrival 10:10	
Your fares	
Adult	8 x £41.12 
Your flight options	
Standard seat 23A	£5.99 
Standard seat 23B	£5.99 
Standard seat 23C	£5.99 
Standard seat 23D	£5.99 
Standard seat 24F	£5.99 
Standard seat 23F	£5.99 
Standard seat 23E	£5.99 
Standard seat 24E	£5.99 
Your cabin bags	
Small cabin bag	8 x Included

Amsterdam to Bristol	
EZY6166 	
Departure 17:15 Sun 26th Feb	
Arrival 17:35	
Your fares	
Adult	8 x £133.92 
Your flight options	
Standard seat 17A	£4.99 
Standard seat 17C	£4.99 
Standard seat 17B	£4.99 
Standard seat 17F	£4.99 
Standard seat 17D	£4.99 
Standard seat 17E	£4.99 
Standard seat 18F	£4.99 
Standard seat 18E	£4.99 
Your cabin bags	
Small cabin bag	8 x Included
Hold items	
15kg hold bag	8 x £45.98 
Combined weight 120kg	

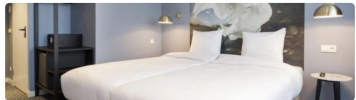
Hotel -

Corendon City Hotel

- Corendon City Hotel Amsterdam is in between the city center and the airport.
- The hotel is 5km from the city center.
- 4-star hotel.
- Breakfast is included in the cost.
- The hotel has a lift.
- It also has excess bars and restaurants.
- Book through flexible.
- There are facilities such as a pool and spa rooms also at an extra cost.

Cost = per room = £415.00.

Departure Sunday 26 February 2023



4x Urban Twin Room [Remove](#)

- Flexible - incl. breakfast ☐ Breakfast included ☐ 2 Persons ☐ Extra beds: 0x Baby bed (0-2), € 0.00 per night

€ 415.80

- Flexible - incl. breakfast ☐ Breakfast included ☐ 2 Persons ☐ Extra beds: 0x Baby bed (0-2), € 0.00 per night

€ 415.80

- Flexible - incl. breakfast ☐ Breakfast included ☐ 2 Persons ☐ Extra beds: 0x Baby bed (0-2), € 0.00 per night

€ 415.80

- Flexible - incl. breakfast ☐ Breakfast included ☐ 2 Persons ☐ Extra beds: 0x Baby bed (0-2), € 0.00 per night

€ 415.80

Excluding surcharges € 92.32

Rooms € 1663.20

Surcharges € 92.32

Total **€ 1755.52**

[← Add other rooms](#) [Continue your booking →](#)

Excursions -

- Sex Museum Amsterdam. 72 euro
- Anna Frank Museum. 168 euro
- The flying dutchman (cocktail bar). £5 each for the table.
- Dam square and royal palace.
- Skinny bridge.
- Rijksmuseum (not entering).
- Visiting the red light district.

anne frank house

€168.00

Have a discount code? ☐

Total **€168.00**

[Place your order](#)

Sexmuseum Amsterdam will be stated on your bank statement under the name BEM

3. Confirm

DATE	PRICE	NUMBER OF	SUBTOTAL
Sex Museum Ticket	€ 9.00	- 8 +	€ 72.00

[UPDATE](#)

Parking

- Free shuttle Bus to the Bristol airport from the car park.
- Bristol Airport silver zone parking - £61.99 per car.

Transfer to and from Amsterdam airport

- GVB Exploitatie BV - City chip card. Unlimited travel all day and all night on trams, metro, busses, and ferries inside the city. The airport bus is 397 and the night bus is N97 into the city. Cancel before midnight that day to have a full refund.
- The cost for 4 days is £32.54 each.

Cost -

Per person -

Parking at silver zone Bristol = £15.50.

Return flight with Easy jet = £232.

The hotel is Corendon City Hotel with breakfast included = £207

Transfer with GVB = £32.54.

Excursions x 2 = £26

Cocktail bar = £5

Insurance with Columbus direct = £20.09.

Commission is 10% = £53.81

Total = £591.94

All together -

Parking at silver zone Bristol = 2 cars x 61.99 = £123.98.

Return flight with Easy jet = £1,856.

The hotel is Corendon City Hotel with breakfast included = £1,272

Transfer with GVB = £130.16.

Excursions x 2 = 240 euros change to pounds is £208.12.

cocktail bar = £40

Insurance with Columbus direct = £160.72.

Commission is 10% = £430.50

Total = £4,735.54

Link for brochure -

https://www.canva.com/design/DAFTuXzslMg/wJNJhxVu7ednU98e-E7cLQ/view?utm_content=DAFTuXzslMg&utm_campaign=designshare&utm_medium=link&utm_source=publishpresent

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