

Agents NEWSLETTER

August 2008
ISSUE NO. 07



Dear Agent,

Our tip for a great holiday – well there simply isn't just one! A river cruise allows you to visit some of Europe's most fascinating and beautiful cities all in just one holiday. From the moment you step onboard one of our five-star ships we recommend you kick back, relax and let our attentive staff meet your every need.

Sitting on deck watching idyllic landscapes pass by, it's time to meet new friends for an aperitif before indulging in our excellent cuisine. Our elegant lounges offer the ideal spot for guests to discuss the day's activities and their anticipation of what is yet to come!

This month's newsletter is full of fantastic ideas for holidays to Germany and we are giving you the chance to win a luxury river cruise so you can enjoy this unique holiday experience for yourself.

Yours faithfully,

Stuart Perl
Managing Director, Peter Deilmann Cruises UK

Great Late Summer Getaways

If your clients are still looking for a great late summer getaway, why not suggest a trip to Germany? As a diverse holiday destination, Germany offers travellers everything from idyllic mountain landscapes to culture-rich cities, crystal clear lakes and sandy beaches. The country's outstanding natural beauty makes it ideal for active holidays.

Here are just two of the many holiday options available:

Golfing Holidays

If last month's British Open got your clients in the mood, now is a great time for them to perfect their swing on one of Germany's 500 golf courses. The '**Sport & Spa Resort A-ROSA**', located by Lake Scharmützelsee outside Berlin, offers the perfect balance of sport and wellness. The golf course itself boasts a challenging mix of sand and water hazards, while the luxurious spa invites guests to relax after a day on the fairways.

Or, why not combine the sea breeze of the Baltic coast with some golfing fun at the **Maritim Clubhotel Timmendorfer Strand**? After playing the 18-hole 'Maritim Ostsee' course, your clients can round off the day with a stroll along the beach or a dip in the sea!

Our Reservations Team will happily tailor-make golf holidays, so if your clients want to stay in a golf resort or if they just want combine their holiday with a day of golf – they can with DERTOUR!

Beauty & Spa in the Black Forest

What could be better than enjoying some late summer sun whilst unwinding in one of the Black Forest's finest spa resorts? **Baden-Baden** is an elegant spa town in the north of this stunning region. Its therapeutic waters were first discovered by the Romans nearly 2,000 years ago and it has been a popular wellness resort ever since. The town's magnificent parks, luxurious spas and heavenly beauty treatments ensure a holiday full of blissful relaxation.

Please contact us for more details on our collection of **spa breaks**, including our **Baden-Baden wellness package**.

FREE Christmas Window Kit

If you haven't ordered your free Christmas window decoration kit yet, email your name and agency address to promotions@dertour.co.uk now so you don't miss your chance to win a trip to a traditional Christmas Market with our **Best Window Competition!** Simply decorate your shop window with our window kit to create a festive atmosphere and then send us a picture of it by post or email before 10th October 2008.

Have fun and good luck!



Classical Music Celebrations

Home to world famous composers such as Bach, Mendelssohn and Beethoven, Germany hosts many **classical music festivals** throughout the summer and autumn months. As well as the renowned 'Wagner Festival' in Bayreuth, where spell-binding operas are performed in the Festspielhaus, the '**Mendelssohn Music Festival**' is also a popular fixture on the classical music calendar.

This year's festival takes place from **4th September to 21st September in Leipzig**, Mendelssohn's birthplace.

Featuring the acclaimed Gewandhaus Orchestra, pieces from Mendelssohn, Beethoven, Brahms, Vivaldi and Bach will be performed all over 'The City of Music'.

Leipzig is also home to the Mendelssohn House, the composer's last remaining residence. In 2009, Leipzig will honour the occasion of Mendelssohn's 200th birthday with its Mendelssohn Year celebrations.



WIN

a luxury



PETER DEILMANN RIVER CRUISE

See back for details.

THIS MONTH

- Berlin Feature
- Summer Holiday Ideas
- Leipzig 'City of Music'

Including News from the German National Tourist Office: **Stag & Hen Weekends**

Berlin - Europe's Hottest Trendsetter



An exciting travel destination all year round, Berlin pulsates with life and energy. In no other European city are the past and the future so closely intertwined. The collapse of the wall caused a great reawakening and the mingling of cultures opened the way for new creative expression. Nowadays Berlin is a cutting edge cultural hotspot famed for its lively nightlife.

Our tip – Berlin & Potsdam with the Berlin WelcomeCard Combine a city trip to Berlin with a visit to Potsdam. The UNESCO World Heritage city, just a short train ride away, is a wonderful place for your clients to enjoy delicious regional treats as they admire the historic beauty of the Christmas market's Old Town setting. The Berlin WelcomeCard includes an explorer ticket and a pocket guide with integrated city map - your clients' personal guide to the best things

in Berlin! The pass offers unlimited travel on Berlin's public transport for either 48 or 72 hours, as well as up to **50% discount on over 130 top tourist attractions** and shows. The Berlin WelcomeCard can also include Potsdam!

During **Advent** this vibrant city turns into an enchanting wonderland with over 50 Christmas markets sprinkling their festive magic across the city. One of the most popular markets is next to the Kaiser Wilhelm Memorial Church where beautifully decorated stalls offer a range of delicious regional delicacies and traditional handicrafts.

Your clients are sure to relive the Christmas magic of yesteryear as they enjoy a steaming cup of mulled wine accompanied by the wafting scents of baked apples and roasted almonds in the air.

DERTOUR offers packages including flights and accommodation in a choice of 2 to 4-star hotels from just £339 per person. More information can be found in our new brochure 'European Christmas Markets & Breaks 2008'.



Offers of the Month

You can **DOWNLOAD** DERTOUR's latest offers as a poster for your shop window from www.dertour.co.uk/travel_agents

*Terms and conditions apply. Prices are correct at time of printing and are already discounted. Offers are subject to availability at time of booking. +Other airports available.

Bremen's Folk Festival

- 3 days/2 nights in the central 4-star superior Maritim Hotel Bremen
- Breakfast accommodation
- Return flights from London Stansted

Get 2 days free local transport and reduced entry to Bremen's museums for only £7 pp!

from
£279^{*}
Per person

Berlin's Festive Charm

- 3 days/2 nights in a centrally located 4-star hotel
- Breakfast accommodation
- Return flights from London* to Berlin

Book before 25th August 2008 and get a free Berlin Welcome Card!

from
£339^{*}
Per person



Call us on

0871 231 3355

or email to tours@dertour.co.uk

DERTOUR is a trading name of
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Shopping & Fun in Germany

Highlights of Germany

Attractions & Events

Outdoors & Activities

Practical Tips

About Us

Travel Agent of the Month Competition!

Have you taken a trip to Germany recently? Well, we'd love to hear from you. Just mail us a photo and details of your experience to gntolon-trade@d-z-t.com. The winner of the most unusual story will be named in a forthcoming issue of this newsletter and will receive a goody bag from us too. So come on, what are you waiting for?



'Name that Brand' Competition - Win a Designer Bag!



Did you know that Bosch is a German brand? Most of you will have at least two German brands in your home without even realising it! Germany has a huge range of different brands to shop for and, although you can buy them all over the UK, they're cheaper in Germany of course! So, why not recommend a shopping break in one of Germany's many cities?

To get you started, just send us the name of 4 German clothes brands and we'll pick a winner at random to win a fabulous German designer shopping bag. Go on, surprise yourself!



WIN a fabulous German designer shopping bag

Free brochures

We offer a great selection of brochures on any area of Germany, so why not take advantage and email us your requests? We've got great maps, hotel guides and detailed information on all our regions, including the hottest deals and most exciting places to visit. And the best thing is they're completely FREE!

CALLING ALL STAGS & HENS!

You wouldn't believe how many requests we receive every week for stag and hen weekends in Germany! We reckon it's the excellent flight connections and great value-for-money that does it, not to mention the many bars, clubs, musicals, shows and restaurants! Simply email us for more information on popular destinations like **Hamburg, Berlin, Cologne and Düsseldorf**. Out with the old and in with the new!



Travel Expert's Guide to...



PETER DEILMANN RIVER CRUISES

Top in Luxury River and Ocean Cruises

Peter Deilmann Cruises is a privately owned family business. Founded in 1972, the German company owns and operates a fleet of 5-star ocean and river cruise ships that offer **award winning luxury cruises** to a discerning clientele. Their close attention to detail in providing luxury holidays and highly personalised service reminiscent of the golden era of cruising makes Peter Deilmann Cruises the **perfect operator for your client's luxury cruise experience**.



Good to know

Let your clients enjoy the **exquisite cuisine**, tasteful entertainment, awe-inspiring shore excursions and the **first-class service** of a five-star Peter Deilmann river cruise.

Without the hassle of hiring a car, catching a train or repeatedly packing and unpacking between each destination, a river cruise is the perfect way to experience the culture, sights and sounds of a fascinating variety of places in one relaxed holiday.

The Ships

Deilmann's fleet of nine **5-star river ships** carry between 48 and 207 guests and offers an ambience of elegance and grandeur created by Tiffany glass ceilings, luxurious fabrics, impressive crystal chandeliers, fine antiques and original art from the owners' private collection.

The Destinations

Sailing through **13 countries on Europe's 12 legendary rivers**, including the Danube, Rhône & Saône, Moselle and the Elbe, there is no better way to discover the dramatic landscapes and fantastic sights of Europe's greatest cities than on a luxury river cruise holiday.

New in the 2009 Programme

Having listened to agents and guests, the 2009 **fares** offer a **comprehensive and competitive** structure allowing agents to maximise earnings whilst offering guests an inclusive fare that still affords them the flexibility to tailor-make their holidays at their convenience. Recognising river cruises as a sightseeing holiday, **excursions** are key for guests and agents can earn commission as they **are included**. In order to act as a **one stop shop for agents**, flights can be booked with Peter Deilmann. **Newcomers** can choose from a selection of 5 departure dates if they wish to travel with a **group escort** for their first Peter Deilmann cruise.

How to book

DERTOUR's new '**River Cruise Collection 2009**' brochure offers a fine selection of Peter Deilmann Cruises. Whether your clients want to go on a 'fly-cruise', including flights and transfers, book a 'cruise only' break as part of their overall holiday experience, or if they would like a cruise not shown in our brochure, we are happy to tailor-make any travel arrangements to suit their individual preferences.

For more information and to book call **0871 231 3355** or email rivercruises@dertour.co.uk.

Expert's Tip

Let your clients **combine their river cruise with a city break**, either at the start or end of their holiday, or even both! DERTOUR offers accommodation in all major European cities.



WIN

AGENT PRIZE DRAW

Here is your chance to win a **luxury river cruise** for two, courtesy of Peter Deilmann Cruises!

Just simply answer the following questions:

1. **How many years has Peter Deilmann Cruises been operating luxury river and ocean cruises for?**
2. **Name 3 new features of the 2009 Peter Deilmann river cruise programme!**
3. **Which German city close to Berlin is the departure point for the 'Historic Elbe' cruise?**
4. **Sailing on which great European river allows you to discover 8 fascinating countries?**

How to enter

Simply e-mail your answer, name, agency address and ABTA/TTA/IATA/GTG number to promotions@dertour.co.uk by 5th September 2008 with 'Peter Deilmann' in the subject heading.

Prize draw takes place among all entries received. The winner will be advised by 12th September 2008. DERTOUR's decision is final and not open to negotiation. Prize is a luxury river cruise for 2 persons sharing a twin cabin for 7 nights with full-board accommodation, departing March and April. Subject to availability. Courtesy of Peter Deilmann Cruises. Conditions apply.



Look out for the next edition of DERTOUR's Travel Expert's Guide with your monthly 'Agents Newsletter', helping you offer expert travel advice to your clients and giving you even more insight on fantastic holiday ideas to Germany and beyond.