

# *The Future of* Benchmark Travel and Tours

With everything that's currently happening in the World, it's only natural to ask what plans Benchmark Travel & Tours have for the future. We've already covered elsewhere on this site why you can continue to book with us with confidence – whatever difficulties we all have to face.

This pandemic has however also given us the chance to take stock of how we think travel will open up in the future and how we should present what we offer. Many of you will know that as well as dealing with all the major Travel & Tour Operators/Flight Consolidators/Bedbanks etc to sell every kind of holiday and travel arrangement there is, we also promote our own Specialist Tours, all of which are offered to Members at heavily discounted prices.

We work closely with the Guadeloupe Tourist Board arranging 'Murder Mystery in Paradise Tours' for those familiar with the Death in Paradise TV programme and who want to go out and see the film sets and experience this idyllic Island to the full. We've so far exhibited our Travel Stand with their Tourist Board at 3 major London Travel Shows promoting these same Tours.

We work closely with Prosecco Specialists to create some unique 'Prosecco Tours' in Italy which can also be tailor-made to suit with Venice add-ons. We do the same with Sherry, Wine and Cooking Specialists in Spain to create our own 'Food & Drink Masterclasses' with city or beach add-ons.





New Website  
Jan 2021

At the start of the pandemic, our order books were filling up nicely for each of our Tours and once Countries start opening up again fully, we look forward to carrying on where we left off.

We do feel however that with that same freedom, people will prefer an arranged environment that looks after every aspect of their holiday and gives them safeguards, assistance and peace of mind which they wouldn't necessarily get doing things independently for themselves. Many fingers have been burnt in these last months with independent travellers at the top of the scorched list. We'll therefore be extending our range of all Holidays, Specialist and Promoted Tours to take that into account, making sure that whatever the hobby, interest, activity or desire we'll have something that caters for it safely.

We're also launching the new Benchmark Travel & Tours website at the same time as the new Advance Travel Club website – January 2021. Watch this space for lots of opening offers for which Advance Members will of course receive their Advance Members Discounts!

 **Benchmark** Travel