



## WHO WE ARE

What better than a Q & A Session to find out all about your Travel Club – and more! An in-depth interview with Roger Benn, MD of Benchmark Travel.

### 1 HOW WAS BENCHMARK TRAVEL FORMED?

I used to be Chairman of a Police Federation and was very lucky to be able to take large Groups of Police Officers and their families and friends around the World to meet their counterparts. That gave me the knowledge and the ideas to go on and start my own travel company.

### 2 WHEN WAS THAT?

We're approaching our 20th Anniversary and for much of that time we've operated the Advance Travel Club on behalf of the Union.

### 3 DOES UNDERSTANDING HOW A UNION WORKS HELP WITH HOW YOU RUN THE TRAVEL CLUB?

Absolutely, I fully understand the role of the Rep and the confines they have to work within when dealing with the expectations of the Members. In a similar way the pressure on us to always come up with a better offer than anyone else certainly focuses our minds.





**4** *WITH ALL THAT'S HAPPENING IN THE WORLD AT THE MOMENT AND PARTICULARLY THE TRAVEL INDUSTRY, HOW ARE YOU COPING?*

It's been hard but we've got a good business model, good staff and all the resources in place to see us through, so Members can definitely still book with us with Confidence. We have ABTA Membership and all our packages involving flights carry an ATOL Certificate. We're also a Hays Independence Group Member which ensures that all payments made are safeguarded.

**5** *YOU MENTION HAYS, IS THAT THE SAME AS BEING A HAYS TRAVEL SHOP?*

No, we are still an Independent Travel Agency as our name signifies, but we get all the benefits of the Hays buying power and commission rates but none of the limitations on using different suppliers or discounting that the Hays shops are under. That's why when we apply the Advance Member Discounts to a quote, we should always be able to beat their prices - or anyone else's for that matter.

**6** *HOW MUCH DO MEMBERS SAVE?*

It's purely based on how much commission there is in the booking once we've secured the best price. We then give more back to the Member as part of their Member Discount than anyone else! No-one else has the need to do that – we do because we are their Travel Club. Obviously if there's little or no commission involved, like with a low cost airline flight only booking, the savings would then be on their hotel, car hire, attractions, tours etc.

**7** *AND THIS DISCOUNT IS ONLY FOR MEMBERS?*

They have to first join the Union but then it's not just the Member who can use us to get the discount, all their family members can contact us independently and receive a discount, as can their friends but only if a Member is travelling with them. Everyone on the booking then receives the discount.

**8** *IS THERE A SET LIMIT TO THE DISCOUNT GIVEN?*

No – none and don't forget with Advance Membership starting at £6.70, if we save that Member £100 for example on their holiday, we'd like them to think that equates to more than 18 months FREE Membership of the Union, simply by using us. You obviously don't join the Union to go on holiday but the savings are usually there to be had if you then use us.

**9** *IS IT JUST PACKAGE HOLIDAYS THAT YOU OFFER OR DO YOU DO TOURS AS WELL?*

We do absolutely everything travel related, you name it – we do it. From Round the World to Airport Parking and everything in between. Benchmark Travel who operate the Advance Travel Club still run our own Specialist Tours around the World alongside those offered by most reputable Tour Operators. We also offer a much used Tailor-made Service where you supply the wish list and we come up with the Holiday or Tour.

Our re-vamped website at [www.benchmarktravel.co.uk](http://www.benchmarktravel.co.uk) is also being launched for the New Year.





## 10 WHERE ARE YOU BASED?

Our Head Office and Travel Agency is at Mytholmroyd near Hebden Bridge, West Yorkshire where we're always happy to welcome Members and their families in for a brew or something stronger!

## 11 HOW CAN MEMBERS CONTACT YOU?

Via the Advance Travel Club website [www.Advancetravelclub.co.uk](http://www.Advancetravelclub.co.uk) or they can contact us by email on [enquiries@benchmarktravel.co.uk](mailto:enquiries@benchmarktravel.co.uk) or by phone on **01422 847 847**.