

2023-24



# Sales Guide

for travel advisors

Travel  
moves  
us

Merveille

part of the Transat family since January 2011



## We have developed several sales tools

Our brochures are fully digital, allowing you to view and share the full brochure, but also to do so by destination or by collection.

Our hotel recommendation tool will not only allow you to personalize your offer, but also to establish an additional connection with your customers.

## Advantages of our digital brochures

- › **Complete offer** (South, Europe, Morocco, Tours & Collections)
- › **Dynamic presentation** and regularly updated content
- › **Ability to navigate** from the brochure to descriptive web pages
- › **Can be easily shared** with your customers
- › **More sustainable**

## Browse our brochures



## Terms & Conditions

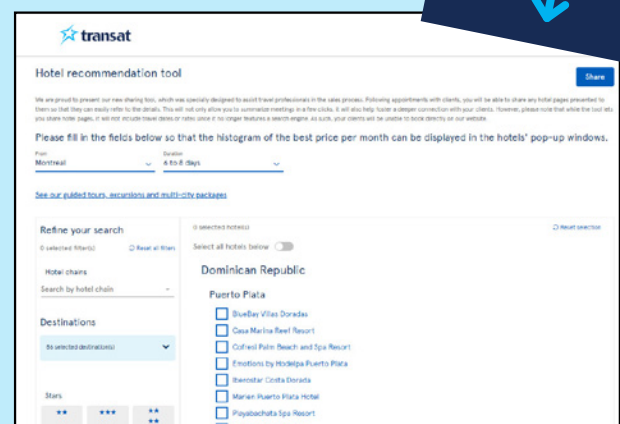
Terms & Conditions are in each brochure as well as on the Agent Direct website. [See details](#)

## hotel recommendation tool

This tool helps you find the perfect hotel/resort for your clients by using filters that respond to their specific needs.

With just a few clicks, you can share hotel information with your clients and send them a customized offer. This process simplifies the decision-making step for your clients and establishes you as their primary source of support.

Try it now!



## Our exclusive collections for South packages

With five holiday collections in the South, Transat has the ideal vacation to meet your clients' needs. Choose the collection that best suits their style so they can enjoy their sun-soaked perks.



Grand getaways

- > Free access to VIP airport lounges
- > Upgrade to Option Plus on Air Transat (valued at \$128)
- > Private roundtrip transfers between the airport and hotel
- > Early check-in or late checkout
- > Complimentary access to hydrotherapy once per stay
- > Complimentary WIFI

[For more details](#)



Family playgrounds

- > Early check-in or late checkout to make life a little easier for parents
- > Kids stay and eat free
- > Extended Kids Club hours to give parents a little break to relax
- > Standard seat assignment so families can sit together
- > Solo parent promo so parents can travel alone with their kids for less
- > Deals for teens (13-17 years old)
- > Access to on-site water park
- > Complimentary WIFI

[For more details](#)



For some well-deserved "me" time

- > Special dinner at the resort's best spot (at a restaurant or on the beach)
- > Discount at the spa
- > Complimentary hydrotherapy access, once per stay
- > Bali bed access, once per stay
- > Complimentary tasting (wine, rum, tequila or coffee, depending on the destination)
- > Aromatherapy basket in the room upon arrival

[For more details](#)



Enjoy total freedom

- > No supplement for single occupancy
- > Free room service
- > Up to 25% off at the spa
- > Welcome basket in the room upon arrival
- > Complimentary WIFI

[For more details](#)



Work remotely... with your feet in the sand

- > No supplement for single occupancy
- > Accommodation with ample workspace
- > Complimentary or reduced-rate printing and IT services
- > Complimentary, fast and reliable WiFi
- > Complimentary or reduced-rate laundry services

[For more details](#)

## Option Flex:

### Standard and Extra

We all know that sometimes travel plans change. For ultimate flexibility if something unexpected happens, we offer two types of Option Flex for **South packages, United States, Europe, Morocco and Peru**: Option Flex Standard and Option Flex Extra.

Option Flex is commissionable at 15%

	Option Flex Standard	Option Flex Extra
<b>Cancel</b> your trip up to	<b>72 hours</b> before departure and get a <b>travel credit</b>	<b>24 hours</b> before departure and get a <b>refund</b>
<b>Change</b> your travel dates, destination or hotel up to	<b>72 hours</b> before departure	<b>24 hours</b> before departure
<b>Transfer</b> your package to a friend or family member up to 30 days before departure	✓	✓
Price per passenger	\$89	\$149

[See details](#)

One checked baggage is included in our packages, regardless of the destination!

## Florida

A trip to the Sunshine State is always a good idea. Our vacation packages are the perfect all-in-one solution for the ideal Florida getaway. They include a return flight and accommodation. You can also simply book a direct flight to your favourite Florida destination like Fort Lauderdale, Miami, or Orlando!



## Peru

Another exciting destination... We now have packages and tours available for Peru! Your clients can discover the magical landscapes and culture of this beautiful destination. We are the only carrier offering direct flights from Toronto and Montreal to Lima, making it easier than ever for your clients to see Machu Picchu up close!

[Learn more about our offer](#)



AVAILABLE FROM TORONTO WITH AN EASY CONNECTION IN MONTREAL

## Morocco

It's time to discover the magic of Morocco with our selection of packages and tours. We are the only carrier with direct flights from Montreal to Marrakesh, making it easier than ever for your clients to enjoy the sights, sounds, and culture of this remarkable destination.

[Learn more about our offer](#)



YOUR ONLY DIRECT FLIGHTS FROM TORONTO AND MONTREAL TO LIMA

## South

When a beach vacation is what you're looking for, our South vacation packages have everything you need. Find all-inclusive packages for solo travellers, couples and families at exceptional resorts in choice destinations like Mexico, Cuba, Dominican Republic, Costa Rica and much more. Direct flights are also available to many sunny South destinations.

## Europe

There's so much to discover in Europe and we're here to make all your travel dreams come true! Whether you opt for a Europe tour, a package, a multi-city package or book a direct flight, we make it easy for you to explore popular destinations like London, Ireland, Portugal, Italy, Spain and much more.



# Our complete tour offer



**Our tours are the perfect solution for the traveller who wants to see and do it all!**

Our itineraries are packed with must-see attractions and exciting adventures.

**With so many Toronto and Montreal departures for Europe, Morocco and Peru, there really is something for everyone!**

Learn more about our offer:

[Learn more about our complete tour offer](#)

## Our Europe multi-city packages

This year marks the return of our multi-city packages in Europe! Plus, they are now available for booking under Tours in SIREV.

ALSO, WHEN YOUR CLIENTS BOOK A TOUR AT LEAST 60 DAYS BEFORE DEPARTURE, THEY CAN SAVE UP TO \$500 PER COUPLE.





## AGENT DIRECT

Agent Direct is your best resource for important information and helpful booking tools. Consult this site for everything regarding bookings, packages, flights, destinations and services.

### TRAINING

Stay up to date with our webinars, quick e-learning capsules and podcasts.

### OFFERS

View our offers as well as our last-minute packages in our new section dedicated to promotions and current offers.

### PRICE MATCHING

Another company is offering a better price? No problem, just request a price match.

### FORMS

Find all the digital forms required for your bookings with us.

### INFORMATION

Refer to this section for information regarding Air Transat service, brochures, flight times, new South and Europe offers, training opportunities and more!

### SELF-SERVICE TOOLS

Use Agent Direct to book a flight, a package, a tour, a multi-city package, or simply to consult your bookings. The self-service section lets you make seat selections, submit a special service request (SSR) or find information regarding baggage.

### GROUP ZONE

Use this section to request a quote, make a reservation or modify a booking. You will also find promotions and other important information here.

One website for all your needs: [transatagentdirect.com](https://transatagentdirect.com)



### Join our Facebook group

Don't miss out! You'll find updates, announcements, promotions, training dates, etc.

[Follow your Transat Sales Team!](#)



### Newsletter for agents

Receive promotion details, invitations and important information.

[Register now!](#)

## South packages:

- › Hold 40 seats for 90 days with only a \$300 deposit
- › Earn free travel
- › Complimentary family seat assignment
- › One piece of checked baggage for free
- › Up to 30 travellers can purchase Group Flex
- › Group Price Promise
- › BONBON rewards

## Europe packages and tours<sup>1</sup>:

- › Hold up to 30 seats for 90 days with only a \$300 deposit
- › Earn free travel
- › Group Price Promise
- › Complimentary family seat assignment
- › One piece of checked baggage for free
- › BONBON rewards

## Air only:

- › \$100 deposit per group
- › Complimentary name change up to 7 days prior to departure
- › Final payment due 30 days prior to departure
- › Earn free travel
- › Complimentary family seat assignment
- › One piece of checked baggage for free

<sup>1</sup>Applicable to Europe packages and tours included in the virtual brochures. · Refer to the [Group Zone](#) for full terms & conditions.

## Wedding Group Promotions

- › Hold up to 40 seats for 90 days with only a \$300 deposit
- › \$500 travel credit for newlyweds
- › Free upgrade to Option Plus on Air Transat for newlyweds
- › Reserved compartment for wedding gowns, subject to available space
- › \$100 excursion credit for newlyweds
- › Complimentary access to airport lounges for newlyweds

[See details](#)

## Group Flex Program

Offer your clients the flexibility they need

**\$89 net per person**

**Groups of up to 30 passengers**

Can cancel for a full refund or make a one-time change to the date, destination, or hotel up to 30 days prior to departure.

[See details](#)


## See our flight schedules

### Summer 2024

- › Ontario [flight schedule](#)
- › Quebec & Ottawa [flight schedule](#)
- › Atlantic Canada [flight schedule](#)
- › Western Canada [flight schedule](#)

### Winter 2023-2024

- › Ontario [flight schedule](#)
- › Quebec & Ottawa [flight schedule](#)
- › Atlantic Canada [flight schedule](#)

A woman with braided hair, wearing a purple dress and a green crossbody bag, is captured in a dynamic, joyful pose as if running or dancing. She is smiling and looking towards the camera. The background is a solid, vibrant blue.

## More flexibility to book with peace of mind

### Our Economy Class fares

Economy Class passengers have the freedom to choose from three fares designed to align with their travel needs, offering different benefits and levels of flexibility.

### Our Club Class fares

Club Class passengers can choose from two fare categories offering different levels of flexibility on top of all the privileges of our exclusive Club Class experience.

[See details](#)



## Economy Class

Economy Class welcomes passengers with friendly service, ergonomic leather seats, a dedicated crew and an inflight entertainment system.

[For more details](#)



## Club Class

Passengers in Club Class can relax in an exclusive cabin with comfortable, spacious seats and personalized service. They can also enjoy the following benefits:

- › Two pieces of checked baggage of 23 kg each
- › Priority queue at select airport security checkpoints
- › Priority baggage handling
- › Faster check-in at a dedicated counter
- › Choice of tasty meals
- › Selection of quality wines
- › Free snacks and drinks
- › Specially selected travel accessories

[For more details](#)



## Option Plus

More benefits and services in Economy Class:

- › One piece of checked baggage of 23 kg
- › Standard seat selection
- › Dedicated check-in counter
- › Priority queue at select airport security checkpoints
- › Priority baggage handling
- › Comfort Kit
- › Snack and drink (beer or wine)

[For more details](#)

## Kids Club\*

Registration is free!



Air Transat Kids Club welcomes mini-globetrotters aged 2-11 yrs\*, no booking number required.

Kids Club member and family advantages:

- › Free seat selection for members on their roundtrip flights (certain conditions may apply, based on company policy)
- › Family check-in counter for speedier service (available at main airports)
- › Priority baggage delivery for the entire family
- › Surprises to make flying fun
- › Bistro Menu snack: To obtain the snack, present the membership badge or confirmation email.

[For more details](#)

## A world-class fleet

Aircraft including Airbus A330, Airbus A321 and the greenest-in-class Airbus A321LR.

[Learn more](#)

## Inflight entertainment system

We have a large selection of inflight entertainment options for passengers to enjoy on our individual touch screens or on their mobile devices.

- › **Airbus A330 and A321LR:** individual touch screens with a wide array of entertainment options.
- › **Airbus A321:** movies, TV shows and games to enjoy directly on mobile devices. No prior download is necessary.

[For more details](#)

## Bistro pre-order service

This service allows passengers to pre-order various meals up to 72 hours before the departure of their flight of three hours or longer to the South and the United States.

Why pre-order?

- › Save on a selection of meals
- › Ensure you get the meal you want
- › Some meals, and our popular trios, are only available through pre-order
- › Less food waste



[For more details](#)



Train + Air

UN SERVICE PROPOSÉ  
EN PARTENARIAT AVEC

TGV  
**!nOUI**  
VOYAGES AVEC VOTRE TEMPS

## Train + Air

Passengers can combine an Air Transat flight to Paris with rail travel to explore 18 cities in France and Brussels.

- › One rate, one booking, no hassle.
- › Passengers benefit from a protection policy in case of a flight or train delay.
- › Train + Air can be booked via GDS, call centre, TTS and SIREV.

[For more details](#)



## codeshare

**Air Transat has implemented a codeshare agreement with WestJet and Porter allowing its customers to book travel involving both carriers on a single ticket.**

**More flights in connectivity? Enjoy an expanded network through codeshare flights with Porter and WestJet, and take advantage of:**

- › A wide choice of destinations from multiple cities in North America
- › One single booking and check-in for flights operated by two different airlines
- › Protection in case of flight delay or cancellation
- › Flights bookable by agents via GDS and Sirev Air





# Additional advantages

## Assistance 24/7 at destination

A huge benefit of an all-inclusive package is having a representative at the destination, always ready to assist travellers during their holidays.\*

*\*This service is available only with Transat South packages. For United States and Europe, clients can call our 24/7 call centre.*

## BONBON™

Sweet treats for your wallet!

\$1

- Per passenger for air only (one-way and/or roundtrip)
- Per file for à la carte accommodations (minimum three nights)

\$5

- Per room for ITC packages (South and Europe) and Tours\*



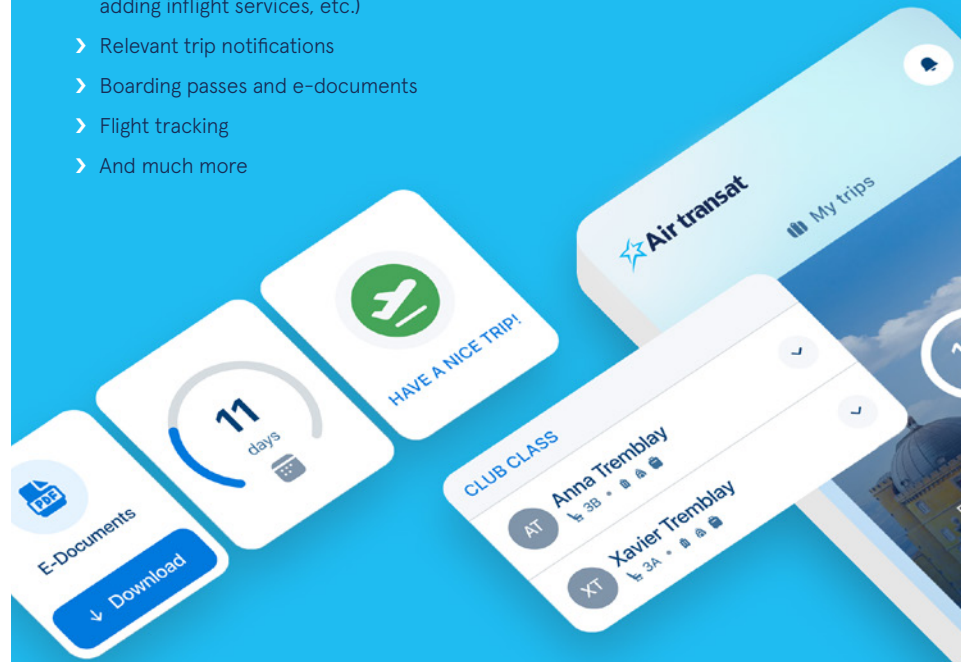
Visit [bonbon.trucash.com](https://bonbon.trucash.com) to register for Bonbon rewards.

*\*Terms and conditions apply.*

## Air Transat app

The mobile app guides and accompanies travellers every step of the way:

- › Pre-trip preparation (baggage, travel requirements, adding inflight services, etc.)
- › Relevant trip notifications
- › Boarding passes and e-documents
- › Flight tracking
- › And much more



### Additional Transat information at select South destinations:

- › Welcome session
- › Schedule for representatives and contacts
- › Summary of pre-booked excursions
- › Room check-out time
- › Airport transfer time

*\*Free Internet calls require a WiFi connection; otherwise, standard data rates apply.*



## Act on your carbon footprint

### Our strategy

With climate change at the heart of our concerns, our climate action plan aims to eliminate net carbon emissions by 2050.

#### Our contribution

##### Our initiatives include:

- › Renewing our fleet
- › Using sustainable aviation fuel
- › Strengthening our fuel economy program

#### Customer contribution

##### A program to purchase carbon credits

We now offer travelers the option to reduce the climate impact of their travels by supporting certified climate projects.

[See how by visiting the CHOOOSE website.](#)

Let's work together to bring us closer to a more sustainable future.





**2023**  
**World's Best**  
**Leisure Airline**

**According**  
**to Skytrax**