



SALES GUIDE

Family Travel

Top 4 reasons to sell Tauck Bridges



Designed for families

Today's family travelers value time together, shared discoveries, and meaningful moments that strengthen bonds and create lasting memories – which is exactly what Tauck Bridges provides, fully guided by expert Tauck Directors handpicked for their skill in engaging all generations; they are the best in the business.

All-inclusive commissions

Commissions are paid directly to you on 100% of the cost of the trip. And because we craft all-inclusive travel experiences, it's a great value for your clients – all commissionable to you.



Effortless bookings

Book family clients in one phone call and your work is done. No time-consuming back-and-forth with your clients because everything's planned out and included for them. And Tauck's high repeat business means your clients come back again, so you spend less time selling.



Unlock higher earnings

Tauck Bridges journeys are designed for families, meaning a single booking often includes five guests, averaging \$6,000 USD per person. And when you book groups of eight or more, the ninth guest travels free – offering added value for your clients and increased revenue potential for you.



EXCLUSIVE FAMILY EXPERIENCES

Unforgettable moments that bring families together

Tauk Bridges vacations are meticulously crafted to deliver more than just a trip – they're an opportunity for your family clients to share moments of wonder and discovery that they'll talk about for years to come. We open doors to private, immersive experiences that bring destinations to life in a way other travelers can't, creating the kind of once-in-a-lifetime memories that truly matter. Here's a glimpse of the exclusive access they'll enjoy together:

- Private, after-hours visits to world-class museums and art galleries
- Dine like royalty in a private Viennese palace or moated castle overlooking the Rhine River
- Embark on a scavenger hunt through the halls of the Louvre
- Explore London from the top of a private double-decker bus, exclusively for Tauk guests
- Rock climb with a professional Alpinist high in the Swiss Alps
- Perfect their pizza-making skills alongside an expert chef in Italy
- Saddle up with a real cowboy for a scenic ride through Bryce Canyon
- Tea ceremony, calligraphy lesson, Taiko drumming, and sushi making in Japan



WHO IS THE RIGHT CLIENT

Multigenerational families

Family travelers of every age

The ideal Tauck Bridges family traveler is well-educated and affluent, often a grandparent or parent with children ages 6 to 18. They are looking for a unique, enriching vacation that everyone in the family will enjoy.

What they're looking for

A seamless, worry-free experience: A true all-inclusive journey where every detail is planned, handled, and included in one upfront price.

Family bonding time: Fun-filled, hands-on activities that all ages can enjoy together, free from everyday distractions.

Cultural immersion: Enriching experiences that introduce children and grandchildren to the history, arts, food, and traditions of different cultures.

Adventures for every age: Excursions like trail rides, kayaking, zip-lining, and scavenger hunts that are designed for all generations to do together.

Milestone celebrations: An unforgettable way to mark significant family moments, from birthdays to reunions.

Unique destinations: From small ship and European river cruises to wildlife encounters in Africa, Costa Rica, or Alaska, their perfect adventure is waiting.



As you consider your clients...

Think about families who are ready to create new memories and celebrate life's milestones together. Are they celebrating a graduation, an anniversary, or a family reunion? Tauck Bridges vacations are designed for these moments.



FAMILY TRAVEL EXPERIENCES THAT MAKE ALL THE DIFFERENCE

Why Tauck Bridges vs. FIT

Tauck Bridges difference includes:

Exclusive access to places and experiences made possible because of our longstanding relationships around the world

All-inclusive pricing in one upfront price includes all accommodations, most meals, activities, gratuities and more

Best-in-class Tauck Directors who handle all day-to-day details, chosen for their expertise, passion and knowledge of family travel

Hand-picked, experienced local guides who share insider perspectives and access on guided sightseeing excursions

Socializing with like-minded families enabling all generations to interact with people their own age for lifelong friendships

Peace of mind knowing we're on top of all the planning, logistics and details from airport transfers to luggage handling and tipping

More savings. We negotiate lower rates due to economies of scale and include hotels, most meals, admissions & on-tour transportation



Once-in-a-lifetime memories

If your clients want to travel just with their family and friends, they can book a private departure for their group... with all the advantages of a regular Tauck Bridges vacation.

Family River Cruising

An easy way to travel with kids. Guests unpack just once on our floating hotel, and they explore different towns on included excursions

Tauck Directors ensure onboard fun with more personalized attention and special group activities for kids

More suites for families. Triples and quads are accommodated in spacious suites with room for everyone

\$500 Child Savings for every child 12 and under mean greater value for your clients' riverboat adventure

No single supplement in Category 1 staterooms. Solo travelers stay in double cabins, with single supplements waived



Who is the right client?

Your family ocean cruise clients who would appreciate the relaxation, service, and ease of travel by elegant ship when touring the heart of Europe

Family clients looking to celebrate reunions, graduations, anniversaries, and birthdays with an effortless once-in-a-lifetime travel experience

2026	Tauck Bridges River Cruising	Adventures by Disney River Cruising
Years of Family River Cruising Experience	22+	9
Total Family Itineraries	6	9
River Cruises	• Blue Danube: Family Riverboat Adventure • Douro Discovery: A Family River Cruise in Portugal • Castles on the Rhine: Family Riverboat Adventure • Holiday Magic: Danube Family River Cruise • Bon Voyage! France Family River Cruise • Family Fun Along the Seine: Paris to Normandy	• Rhine River Cruise • Danube River Cruise • Danube River Cruise: Christmas Markets • Rhine River Cruise: D23 Experience • Rhone River Cruise: Lyon & Provence • Seine River Cruise • Danube River: Magical Holidays • Holland & Belgium: Tulip Season River Cruise • Holland & Belgium River Cruise
Average Per Diem Rate*	\$711 USD	\$762 USD
Total Family Cabins	22 Suites/Triples Adjacent Rooms available for families 80% of cabins are 225 sq. ft. or larger	4 Suites 18 Triples 12 Adjoining Rooms (6 sets of two) 72% of cabins are 210 sq. ft. or smaller
Total Passengers	130	156
Inclusions	• 3 Tauck Directors • 1 Cruise Director • Airport Transfers • All dining onboard and ashore • Port charges • All gratuities • Free WiFi • Unlimited complimentary beverages, including premium spirits and wine, all day long	• Up to 4 Adventure Guides depending on the cruise (2 per group of 40) • Airport Transfers • All dining onboard and ashore • All gratuities • Free WiFi • Complimentary wine and beer <i>only during meals. Spirits are available during special events or for purchase</i>
PLUS: Our Tauck exclusive access and our authentic local experiences		—

*2026 Adult Lead-in Price, comparing Rhine River cruises on Tauck Bridges' ms Grace and Adventures by Disney's AmaLucia



FAMILY TRAVEL GROUP INCENTIVES

Incentives for clients

Book a group of 8 and the 9th person travels FREE. If your clients' group numbers exactly 8, they receive 50% off one seat at the lowest price. Past Tauck guests also enjoy Tauck's *Gift of Time* of one FREE night before or after their Tauck Bridges trip for all travelers in the group if they book by a designated date. Restrictions apply. Call for details.

Incentives for you

We personally assist you with group sales and bookings from beginning to end. You can count on us for marketing assistance to help you sell to your family clients, and once you've booked a Bridges trip, we'll arrange pre-/post-hotel stays, assist with airline reservations, and protection plans for everyone in the group – all with just one phone call to us!

Tauck Bridges: Where We Go

Tauck Bridges trips are crafted for families to explore the world together – with departures thoughtfully timed around school breaks and holidays. From tracing legends through castles in Europe to spotting wildlife in Galápagos, rafting in the Rockies, or walking through centuries of history in Japan, these journeys make it easy to connect across generations, without having to rearrange the school year.

2026 Bridges Adventures	# of Days	Departure Months											
Land Journeys		J	F	M	A	M	J	J	A	S	O	N	D
NEW Greek Odyssey: Family Edition	8			•			•	•	•				
NEW The Legends of Scotland	8						•	•	•				
NEW Wild, Wild West Family Adventure	8						•	•	•				
Journey through Japan... A Family Adventure	10						•	•	•				
Italia Bella: Rome to Venice ★	8			•	•		•	•	•			•	•
The Sweet Life: Rome & Sorrento	7			•	•		•	•	•				•
Castles & Kings: London to Paris ★	7			•	•		•	•	•				
Ireland Forever	8						•	•	•				
Alpine Adventure	8						•	•	•				
Costa Rica: Jungles & Rainforests ★	8		•	•	•		•	•	•				•
Tanzania: A Grand Family Safari	10						•	•	•				•
Mystical Peru	8						•	•					
Cowboy Country ★	8						•	•	•				
Red Rocks & Painted Canyons	8			•	•		•	•	•				
Alaska: Call of the Wild	8						•	•	•				
Wonders of the Canadian Rockies	7						•	•	•				
River Cruises													
Blue Danube: Family Riverboat Adventure ★	8						•	•					
Castles on the Rhine: Family Riverboat Adventure ★	8						•	•					
Bon Voyage! France Family River Cruise	8						•	•					
Family Fun Along the Seine: Paris to Normandy	8						•	•					
Douro Discovery: A Family River Cruise in Portugal	10						•	•					
Holiday Magic: Danube Family River Cruise	8												•
Small Ship Cruises													
Galápagos: Wildlife Wonderland	8			•			•	•	•				•

★ Best Sellers

To learn more please contact your Tauck National Account or Business Development Manager.

Sales Tools & Resources

Tauck's Advisor Connect

24/7 online community for Travel Advisors

- Manage client reservations
- Make a payment
- Order brochures
- View training webinars and videos
- Edit your account profile and information
- Access sales tools and resources

Access Advisor Connect

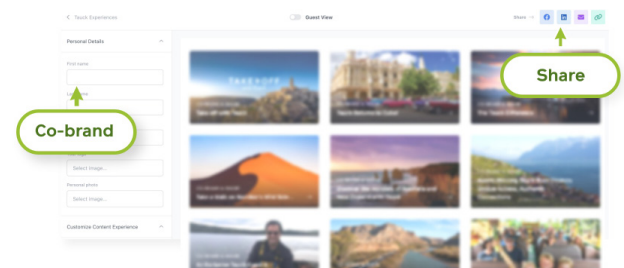
Go to tauck.com and click on the "Log In or Sign Up" prompt in the upper right corner – and you'll be able to access all aspects of Advisor Connect.

Need help?

On our login page you'll find a helpful tutorial video that demonstrates the tools and features available to you to assist in selling Tauck on Advisor Connect.

Boost your marketing

Our partnership with Approach Guides affords you the opportunity to quickly and easily create co-branded Tauck content. You can personalize, tailor to your brand, and share this content with your clients, quickly delivering inspirational content with a personalized touch, such as customizing your page with your contact information, photo, company logo and a personal message – and then sharing your co-branded content experience with your clients on Facebook and LinkedIn, or sending them a link in an email or blog.



Scan the QR code to begin co-branding your Tauck content.

Please contact your Tauck sales team for more information:

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