

EMBRACE THE *Magic* TRAVEL





hello



Your family deserves a vacation. You deserve a **marvelous, memory-making vacation**—one that pulls out all the stops. But it doesn't matter how badly you want and need an escape ... when you just don't have the time to plan it!

Hi! I'm Penny, founder of Embrace The Magic Travel. **As a busy mom myself, I know how hectic modern life can get!** When you're not ferrying the kids to another after school activity, you're trying to fill up your family's plates with something that at least remotely resembles "healthy," acting as the homework czar—and maybe even sneaking in a few hours of work after you've put the kids to bed.

Yes, you—all of you!—need a vacation. **But how in the world do you find time to plan it all?**

Enter: Embrace The Magic Travel. As your personal family travel advisor, I take care of all the planning, research, and travel bookings so you just show up ready to make lasting family memories. My **thorough travel planning services** free up your plate, so you get to take a vacation from figuring out all the complicated logistics and pesky details.

This is guaranteed to be the easiest—and most epic—family vacation ever.

Penny

Owner Embrace The Magic Travel

EMBRACE
THE Magic
TRAVEL

penny@embracethemagictravel.com | www.embracethemagictravel.com

3 REASONS TO CLOSE OUT OF GOOGLE AND TRUST THE PLANNING TO EMBRACE THE MAGIC TRAVEL

SAVING YOU TONS OF TIME (AND ADDING TONS OF VALUE)

I'm here to protect your time and your hard-earned vacation dollars. Not only do I take all the planning off your plate, I'll monitor promotions and special discounts from my travel partners to make sure you're getting the best price possible, always.

For Orlando theme park vacations, you can also leave the reservations to me. For Hawaii and international escapes, I can seamlessly coordinate your flights, transfers, and tours, for an in-depth itinerary that makes traveling with kids oh-so easy.

GET AN "INSIDER'S" TAKE

This isn't just about making the planning process easy—it's about making your vacation better than you ever thought possible. My extensive personal travel experience, deep knowledge of the best family-friendly destinations, and my exclusive industry relationships ensure you get a vacation that's extraordinary.

Plus, I take a personal approach to your travels; every part of your itinerary — from the hand-picked properties to the special excursions—will be tailored to your family's particular needs, personality, and unique travel style.

CLEAR COMMUNICATION - ON YOUR TERMS

Look, I know you're working with me because you want to save time—so I'm not going to blast you with endless emails, calls, and texts to respond to! Instead, as a bespoke travel agency, I've streamlined the communication process to make it as easy as possible.

Expect to-the-point communication and short forms you can fill out while whenever you have a few moments. When it's time to depart, you'll get access to all of your travel documents and point-by-point itinerary via a handy mobile app.



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“PENNY WAS SO HELPFUL TO US IN WAYS WE DIDN'T EVEN FORESEE.

WE LOVE TO PLAN SO WE WERE THINKING WE COULD JUST HANDLE IT OURSELVES BUT WE WERE VERY WRONG. SHE OFFERED WISDOM AND INSIGHT AND HELPED US TO TRULY MAKE OUR TRIP MAGICAL. I REALLY HOPE WE GET TO GO AGAIN AND IF WE DO, WE WILL DEFINITELY BE PLANNING WITH PENNY!”

- AMY J

OUR SERVICES

THESE ARE ALL OF THE BENEFITS YOU RECEIVE AS A PART OF YOUR PLANNING PACKAGE. I ALSO LIKE TO THROW IN A FEW DELIGHTFUL SURPRISES ALONG THE WAY.



EMBRACE
THE Magic
TRAVEL



PERSONALIZED

I ask the right questions in convenient forms so I can get to know your family and help you chose what is best based on your interests.



DISCOUNTS

I am constantly checking and applying any qualified promotions to make sure you get the best price.



RESERVATIONS

Personalized Dining and Touring Recommendations and Reservations Made for You



ONE CONTACT

No more waiting on hold, reexplaining what you need. Make one call and I will handle it for you.



WEEKLY EMAILS

No need to spend hours going down internet rabbit holes. I delivered all of the necessary information directly to your inbox.



CUSTOM PLAN

Plans and itineraries to optimize your time so you can do everything on your wishlist

Premier THEME PARK PACKAGE

STARTING AT \$350 AND INCLUDES:

- **Consultation interview** to determine needs and wants for your family vacation.
- **Research time** devoted to finding you the perfect vacation match - beginning with your resort match.
 - Counseling on the best ticket type, length, and options for your family needs.
 - Trip proposals offering the very best value for your family, including pricing.
 - Price watch: Watching Disney's promotions for any new code which will save you money and automatically transfer your reservation to the lowest priced discount that matches your package components when available.
 - Your resort selection, tickets, transportation, and other components are booked on your behalf.
- **Recommended dining options** sent to you in our award winner email sequence along with
- **Access to my EXCLUSIVE VIP Customer Portal and Email Subscription Series** with detailed information, best tips and tried & true recommendations for making the most of your Disney World vacation, including:
 - My Disney Experience app
 - Tickets & Dining FAQ
 - Photo Plan
 - Touring Tips by park
 - Holiday, Party, and Special Events
 - Saving money on your souvenirs, snacks, paying for your trip, etc
 - and much, much more.
- **Reservations for special activities**, from parties to VIP Tours and so much more!
- **Available before, during and even after your vacation.**
 - Advice and assistance is always just a phone call or email away!

Platinum THEME PARK PACKAGE

For families who do not want a single worry when they travel. Complete concierge-level service, VIP support, and reservation management.

STARTING AT \$500 AND INCLUDES:

EVERYTHING FROM THE PREMIER PACKAGE AND

- **Theme Park touring itineraries for each day, personalized to your ride and attraction choices, allowing you to avoid as many lines as possible.**
 - Disney World tips, like the best places for show viewing and recommendations for saving time and money for the best vacation experience.
 - Daily park recommendations to ensure the easiest park touring experience
 - Detailed transportation list, including options for traveling within the resort and travel times.
- **Recommended dining options and Advanced Dining Reservations** made at the right time to get you all of your favorites
- **Arranging for any special requests** such as gifts in the room, birthday cakes, spa appointments, bottled water ... anything you can think of!

PAYMENT POLICY

Payment is due before any work is done on the booking. Payment is non-refundable even in the event of vacation cancellation. For full Terms & Conditions, please visit <https://www.embracethemagictravel.com/website/>

PLANNING & SUPPORT OPTIONS

COMPLEMENTARY GET TO KNOW YOU CALL - *let's start with a 15-minute call to find the best package for your trip. calendly.com/penny-cooper Free*

THE PREMIER THEME PARK PACKAGE - *starting at \$350*

THE PLATINUM THEME PARK PACKAGE - *starting at \$500*

Have you already booked your trip? **THEME PARK PLANNING ONLY** (no resort or ticket purchase) with **LIVE SUPPORT** - *add \$500 to one of the packages above*

QUESTION & ANSWER PLANNING SESSIONS - *30 minutes \$150; 60 minutes \$275*

THEME PARK TICKETS ONLY with LIVE CALL SUPPORT and Customer Portal (no email support) - *starting at \$350*

THEME PARK TICKETS ONLY with PLANNING eBook and Customer Portal (no call or email support) - *starting at \$99*

FLIGHTS ONLY - *starting at \$50 per person/per flight/per change*

CRUISE and ALL-INCLUSIVE VACATION PACKAGES - *starting at \$100 per person*

FOR NON-ORLANDO, NON-THEME PARK HOTELS/CRUISES SHIPS WHEN YOU KNOW EXACTLY WHAT YOU WANT: When you know exactly which hotel and dates you want for your trip (includes one 20 min planning call). *ETMT will book you and extend the hotel/ship amenities or elite program perks without a planning fee.*

If you require additional consultation during the planning stage or while on-site, support fees will apply - *starting at \$350*

- **VIRTUOSO HOTELS with VIRTUOSO AMENITIES**

HOTEL ELITE PROGRAMS

- **Accor, STEP**
- **Hilton, Impresario**
- **Langham, Couture**
- **Hyatt, Prive**
- **Four Seasons, Preferred**
- **Belmond, Bellini**
- **Marriott, STARS & LUMINOUS**

4 STEPS TO "BEST VACATION EVER!"



GETTING STARTED

I want to get to know you and your family! To kick things off, we'll connect on a 20- minute initial planning call. This will allow me to customize a trip to your preferences, budget, and family needs—and you can get all your questions answered as well.



COMPLETE BOOKING MANAGEMENT

Once your itinerary is in place, leave the rest to me. I'll book and manage your travel reservations—and keep you informed of any deadlines for payments and other must- know info along the way. I'll even keep an eye on special promos we can apply to your trip!



RESEARCH & PLAN

Once you select your package and take care of the planning fee, the fun begins! I'll research your best options and design a custom itinerary for your family. We'll collaborate over email and/or planning sessions to perfect your itinerary!



ON CALL SUPPORT

My job doesn't stop once you're all booked. Leading up to departure, I'll share my best travel tips and resources with you. And if you need any assistance while your family travels, I'm just a phone call or email away. You'll vacation with complete peace of mind!

“THANK YOU SO MUCH!!
OUR TRIP WAS SO MAGICAL!!!! I NEVER THOUGHT I
WOULD NEED A TRAVEL ADVISOR, BUT NOW I’LL
NEVER VACATION WITHOUT ONE!!! ♥

“

SO MANY PRICELESS AND UNFORGETTABLE
MOMENTS – THANK YOU PENNY!”

- SARAH S



FREQUENTLY ASKED QUESTIONS

IS EMBRACE THE MAGIC TRAVEL A CREDENTIALLED TRAVEL AGENCY?

You bet! We hold a number of certifications and memberships from leading industry organizations, including the American Society of Travel Advisors, the Disney College of Knowledge, and the Family Travel Association.

WILL I SAVE MONEY BY USING EMBRACE THE MAGIC TRAVEL?

Absolutely! Time is money, right? We know your time is valuable. Additionally, many hotels and suppliers in our vast network also offer amazing perks and amenities available only when you book with a qualified agency like Embrace The Magic Travel.

WHY DO YOU CHARGE A PLANNING FEE—WHEN NOT ALL TRAVEL AGENTS DO?

It takes many, many hours to plan a detailed family vacation. In order to secure my time and personal attention for your trip I have a planning & support fee. Because we value what we pay for, by paying my planning fee, I know you will value my services and in return, you will get my honest, unbiased advice and guidance—because I'm not solely based on commission.

WHAT HAPPENS TO THE FEE IF I CANCEL?

It's a non-refundable fee, so if you decide you no longer want to use my services, the fee will be retained. That being said, I like to set expectations and ensure we're a great fit for one another during our complimentary consultation session—this takes place before fee payment, so you can get all your questions answered then!

HOW WILL YOU COMMUNICATE WITH ME THROUGHOUT THE PLANNING PROCESS?

I like to kick things off with a complimentary planning session over the phone—after that, our communication will be primarily email-based.

I know you're busy (that's why you're working with me!), so email allows you to review information and respond whenever is most convenient for you.

For items that need a prompt review and response, I will label them clearly in the subject line so you don't miss a thing!

AM I A GOOD FIT FOR YOUR SERVICES?



✓ If you're a busy mom (or grandparent!) who wants to connect with your family on a truly spectacular escape—but you just don't have the time to plan it all yourself.

✓ If you're looking for an expert you can trust (and want to stop wasting your time wading through "advice" in those overwhelming Facebook "mom groups")

✓ If you are planning your first trip (or a celebration trip) to Disney, a trip to a new-to-you destination, a cruise/river cruise, a longer vacation (5 days or more).

✗ If you're a hardcore DIYer who loves to plan trips.

✗ If you're solely concerned with getting a bottom-dollar price on your vacation—regardless of real value—you'd be better served using online booking engines. Word to the wise...read their fine print carefully.

“THAT’S THE REAL
TROUBLE WITH THE
WORLD. TOO MANY
PEOPLE GROW UP.”

WALT DISNEY



www.embracethemagictravel.com

MY STORY

Embrace The Magic Travel isn't just a business for me. I was inspired to realign my work / life balance in order to stay at home and continue homeschooling my son while still earning our livelihood as a solo parent.

I opened my own travel agency because of my desire to help other families create lasting memories and experience deeper connections through travel - specifically travel to Walt Disney World.

I knew firsthand the extraordinary way Disney is able to unite, restore and connect families.

And it all started with ...The most magical present under the tree!

In 2007, I gave my then 6-year-old son a trip to Walt Disney World for Christmas...and we invited our extended family to join us.

He was, I thought, the 'perfect age' for our once-in-a-lifetime Disney vacation. This vacation was going to be our family's ultimate Disney vacation - we were adding in all the bells and whistles, because we thought this was the one and only time we were going to Disney.

Just before our trip, we lost my father to colon cancer and shortly after we lost my 'second mom' to an unexpected stroke. Our trip truly was one to honor the memories of our passed family members.

We let the magic of Disney wash over us like a healing balm. We rejoiced in spending quality time together, had deep conversations, and took lots and lots of photos.

Even today, 50+ trips later, the memories of our very first Disney vacation are even sweeter knowing we were able to enjoy so many magical moments together as a family.

I knew I wanted to share the joy of Disney, experienced by my family, with other families - whether it's their first trip or the next, the magic of Disney is ready to be embraced!

I believe: Traveling with children while they are young will help raise adults who are adventurous, flexible and culturally curious. It also allows families to escape the daily grind and form deeper connections.

That busy shouldn't be worn as a badge of honor. Moms shouldn't be expected to take on every task on their own. They deserve time for themselves

Planning travel should be fun! Your vacation should be personalized to you and you should feel supported before, during and after your trip. Planning should be approached step by step to avoid overwhelm.



OUR *Destination* & VACATION SPECIALTIES

- Orlando area theme parks
- Adventures By Disney
- All Inclusive Resorts
- Family Cruising & River Cruises
- Hawaii
- Europe

Please inquire for planning & support fees

