



# Have you heard about

# Holiday Cheques

*A Guaranteed Reward*

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## What are P&MM Holiday Cheques?

P&MM holiday cheques are an extremely versatile sales tool which provides your customer with a discount when booking their holiday from any ABTA bonded brochure. With over 500 tour operators and 700 brochures to choose from there is something for every demographic, leaving your customers spoilt for choice.

Holiday Cheques can be supplied in the following denominations so they will suit virtually any budget and provide your customer with a great reward:

- £25 (collector up to £250)
- £150
- £225
- £100
- £200
- £250

## How do Holiday Cheques Work?

The terms are simple and easy to follow; holidays must be overseas, for at least two adults and for seven or fourteen nights.

On receipt of the Holiday Cheque the customer simply contacts P&MM's experienced reservations team to check availability of their chosen holiday, if available and the customer is happy with the price P&MM will make the holiday reservation and the customer receives the relevant discount.

## How can Holiday Cheques be communicated?

Holiday Cheques can be communicated in many ways including on-pack mechanics or as downloadable vouchers. The ease with which they can be communicated and redeemed is one reason why they are a hugely popular reward.

## Useful Information

- Vouchers can be designed to meet your specific brief or they can be provided from stock.
- Holiday Cheques can be either hard copy or downloadable and tailored to suit any mechanic.
- Holiday Cheque validity can be from 12 – 24 months.
- Minimum numbers are required but start as low as 250 units.

## Peace of Mind

P&MM Travel Ltd hold both ABTA (Association of British Travel Agents) and ATOL (Air Travel Organisers Licence) bonds. This means your customers travel will be fully protected giving you, your client and your customer's peace of mind.

**p&mm**  
sales promotion

For further information on this product or any other travel and leisure related promotion please contact one of the sales team on 0845 0511633 or email [sp@p-mm.co.uk](mailto:sp@p-mm.co.uk)

