



# ART OF TRAVEL

OUR EXPERIENCE, SHAPES YOUR EXPERIENCE

[artoftravelgroup.co.uk](http://artoftravelgroup.co.uk)



1985



1990



1995

**Expedia.co.uk**  
Everything for Travel

home flights hotels cars holidays deals guides ferries maps insurance

Welcome - Already a member? Sign in

**EXPRESS SEARCH**

Flights Hotels Cars Holidays Ski

Departing from: Manchester

Going to: Barcelona

Search for: any dates specific dates

Depart: 3/4/02 Return: 10/4/02

Tip: We have many more flight, hotel, car and holiday options.

**Flights from**

From	Hotels from	Holidays from
Amersterdam £129	New York £111	Paris 3* £129
Las Vegas £267	Amsterdam £119	Buenos Aires 2* £129
Milan £110	Paris £11	Madrid 4* £133
Orlando £262	Las Vegas £167	Milan 3* £288
San Francisco £253	Dublin £82	Venice 3* £288
Washington £227	London £74	Orlando 2* £259

**BEST DEALS**

Flight deals from £79

Hotel deals from £9

Car deals from £9

Holiday deals from £129

**EVERYDAY DEALS**

Search deals from £117

City breaks from £129

Club Med from £399

**TRAVEL PARTNERS**

Preferred Partners

Travel & Health Goods

Village

Costs online @ Deal

Book flights to World Cup

**Expedia.co.uk**

Pay less to Paris with Fare Tracker

from the Med to the Caribbean

**Holiday Search Results**

We found 18 other holidays which you may be interested in. They range between £1000 and £2000.

Sort by: Price, Date, Location, Name, Rating, Duration, etc.

Best-selling internet magazine

ATTACK OF THE CLONES preview online

web-user.co.uk 2 May - 15 May 2002 Issue 30

**Webuser**

Only 99p Every fortnight

Someone trying on your HOW TO STOP THEM

Latest pc games test

77 UNMISSABLE WEBSITES REVIEWED

**LAST-MINUTE HOLIDAY BARGAINS** WHERE TO FIND THEM ONLINE

SECRETS OF THE WEB SEARCH ENGINE



We went straight for the Late Deals button on the homepage and were delighted to find a database of over one million last-minute holidays. Happily we didn't have to read all the entries but could narrow our searches by airport, destination and price. If Travelocity couldn't find exactly what we wanted, it suggested close alternatives – or we could explore the special offers on the Late Deals page, where among the usual Costa Brava fare we found some intriguing destinations, ranging from city breaks in Italy to long-haul exotica in Mexico. You have to phone to book, but on the positive side some holiday details include a photo of your resort and accommodation. Take a look at the flight-only and hotel-only options for tailor-made last-minute escapes, and don't miss the Next Weekend section.

### Last-minute winners

**Graham and family:** One week's three-star self-catering in Alicante on the Spanish Costa Brava (Airtours, £219 per person)

**Mark and Victoria:** One week's two-star half-board at the Hotel Villa Margherita in Naples, Italy (Airtours, £399 per person)

**Sarah and Simon:** Two weeks in Coconut Grove, Batabatim Beach, in the Indian hippy-trail city of Goa (First Choice, £584 per person)

### Travelocity

Last-minute choice	★★★★★
Value for money	★★★★★
Ease of use	★★★★★
Overall rating	★★★★★

**Travelocity.co.uk**

Search for: any dates specific dates

Depart: 3/4/02 Return: 10/4/02

**Plenty of options for all types of sun-seekers at Travelocity**



Holiday.co.uk doesn't have a terribly high profile, but it claims to have more than 12 million holidays and flight-only options to choose from. We narrowed our search to any holidays leaving in the next seven days for Mark's top budget of £400, and we still got a plentiful list of 200 matches. And as with our Gold and Silver award-winning sites you can sort your results by various criteria and find out how recent the info has been updated. A box on the homepage leads you to the Bargain Basement, a great source of last-minute deals under £199 that covers mainly European destinations – for 11th-hour packages the Mediterranean site is among the very best, but we did also find some great bargain fly-drive deals to the US.

### Last-minute winners

**Graham and family:** One week's self-catering in Majorca (Airtours, £199 per person)

**Mark and Victoria:** One week at the Hotel L'Aguille Rouge in the French city of Lyon (First Choice, £299 per person)

**Sarah and Simon:** One week's two-star self-catering at the Sundae Ro resort, Jamaica (Airtours, £499 per person)

**holiday.co.uk**

14.9% APR

0870 040

Package Holiday Search Results

Holidays exactly matching your search criteria.

10 results found. Showing results 1 to 10.

**Jamaica - 7 Nights - Room Only**

Accommodation: 10 results found.

Options on the same holiday search.

**holiday.co.uk**

Free 100 hour Internet

0870 0

Package Holiday Search Results

Holidays exactly matching your search criteria.

10 results found. Showing results 1 to 10.

**Jamaica - 7 Nights - Room Only**

Accommodation: 10 results found.

Options on the same holiday search.

Our travellers picked Majorca, Lyon and Jamaica as their favoured destinations at Holiday.co.uk	<b>Holiday.co.uk</b> Last-minute choice Value for money Ease of use Overall rating ★★★★★
---	--

2002



BRITISH & IRISH LIONS V ARGENTINA

DESTINATIONS

PREVIOUS TOURS

FIXTURES

SIGN UP

SEARCH



AU  
2025

LIONS TOUR - OFFICIAL BRITISH & IRISH LIONS TOUR TICKET INCLUSIVE TRAVEL PACKAGES

## THE WORLD'S GREATEST TOUR

This is your chance to secure your place to Australia 2025

ALL

FULL TOUR

THREE TEST

TWO TEST

ONE TEST

PRE-TESTS ONLY

TICKET INCLUSIVE TOUR:

FULLY ESCORTED

FULLY ESCORTED (EXCL INTERNATIONAL FLIGHTS)

FLIGHT & MATCH-DAY

ACCOMMODATION & TICKET

INSPIRE

DATE

31/07/2024

DURATION

All

ACCOMMODATION TYPE

All

PRICE (PP)

£0-£40,000

Reset

Sort: Select

2024

A new technology company focusing  
on AI opportunities in travel



**SystemsX**

A person wearing a blue jacket is sitting at a white speckled table, holding a smartphone. The phone screen shows the Instagram app interface. To the left of the person is a blue cup of coffee on a saucer. To the right is a black notebook with a pen resting on it. The scene is brightly lit, suggesting a sunny day.

1<sup>st</sup> Let's understand...

Normal software

Always the same answer ...



• Gen AI

Always learning

Can retrain every hour so  
information changes

AI gets things wrong



Our position is not to expose AI  
to the consumer directly



People will lose faith in AI if they don't  
understand how to harness the power



AI solutions are not perfect, but  
then neither are humans

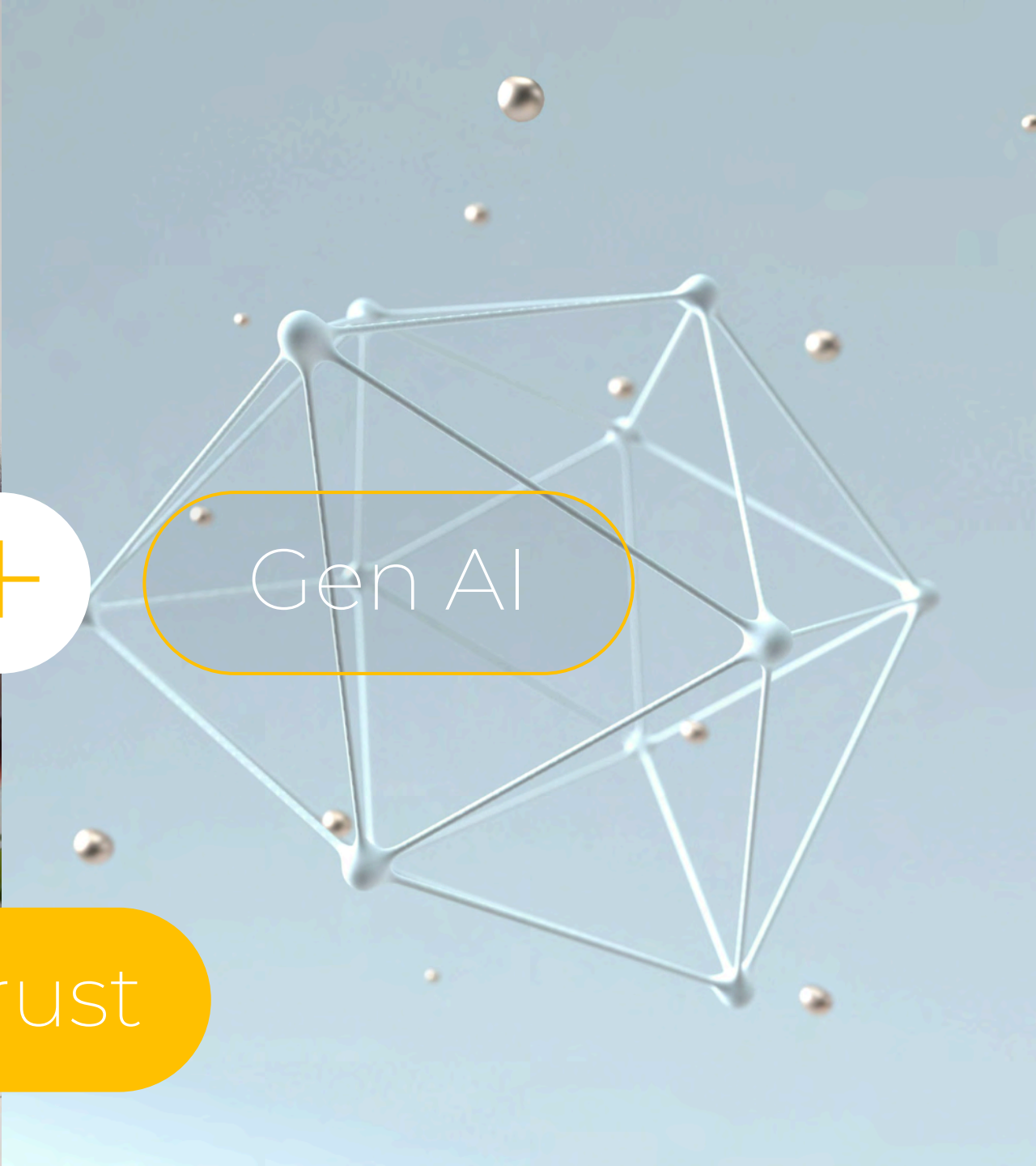


Travel Advisor



Gen AI

= Trust



## Connectivity

### Package



### Cruise



### Flight/Accom/Extras (Examples)



Live



In Development  
With next Month



Roadmap  
Next 3 months



Inspiretec in platform bookable  
Only examples – as suppliers booked though platform auto download

# Mass website page creation

Creating website pages based on a required criteria. Removing the majority of manual input to the process.

Templated page covers...

- H1, H2, H3
- Unique text content (SEO friendly)
- Meta Description
- PPC vs SEO version of same page
- Placeholders for images / videos



## Discover APT Travelmarvel River Cruises. Availability & Offers 2024/2025

Contact Us For The Latest APT Travelmarvel Cruise Offers

### About the APT Travelmarvel River Cruises

Renowned for its exquisite attention to detail, **APT Travelmarvel** offers stunning river cruises that should not go unnoticed. Setting sail across the world's most breath-taking bodies of water, these cruises combine majestic scenery with a tranquil atmosphere. Covering an impressive range of destinations, from Europe to Asia and beyond.

Aboard a **APT Travelmarvel** holiday, passengers are treated to more than just a room with a view. Every stateroom is a personal haven, elegantly styled and equipped with state of the art amenities. Many of which boast both metric and imperial measurements, ensuring the utmost convenience for its guests. The firm's impressive fleet sets new standards for river cruise vessels, with a maximum passenger capacity of 180. This translates to a highly personalised service for every guest – a key aspect that sets **APT Travelmarvel** apart.

On each journey, APT Travelmarvel curates exclusive experiences to immerse guests in the local culture. From culinary delights to historically-rich sites, time off the ship is just as enchanting as time aboard. Your travel plans are made easy with the all-inclusive pricing structure, added peace for your mind.

Superb, full-board cuisine is another thing to look forward to on **APT Travelmarvel** cruises. Chefs prepare both local and international dishes, using fresh ingredients from every port visited. Paired with a range of coveted wines, each meal becomes an event in itself. When it's time to relax, passengers can retreat to the onboard spa or fitness centre. These world-class facilities serve to enhance the holiday experience, an added appeal to **APT Travelmarvel**.

### Why book an APT Travelmarvel Cruise

**Outstanding Service** – To ensure a magnificent holiday, a carefully selected crew cater to guests every need. This level of personalised service sets APT Travelmarvel apart.

**Environmentally Conscious** – APT Travelmarvel is committed to sustainable tourism. In addition to their clean water pledge, the company organises regular clean-ups in the rivers they cruise.

**All-inclusive Pricing** – When booking an APT Travelmarvel cruise, almost every aspect of your holiday, from meals to excursions, are covered in the cost. That way you can relax without worrying about additional expenses.



FOR THE LATEST AVAILABILITY & OFFERS, PLEASE COMPLETE THE NO OBLIGATION FORM BELOW AND ONE OF OUR CRUISE SPECIALISTS WILL BE IN CONTACT WITH YOU SHORTLY

Your Name (required)

Your Phone Number (required)

Your Email (required)

Your Message

☐ Keep me in the loop with the latest cruise news & exclusive offers from Art of Travel.

SEND

WP Armour ( Only visible to site administrators. Not visible to other users. )  
This form has a honeypot trap enabled. If you want to act as spam bot for testing purposes, please click the button below.

Act as Spam Bot

APT Travelmarvel Cruise Offers

Microsoft Bing

susan calman antarctica

inPrivate

Deep search

SEARCH

COPILOT

IMAGES

VIDEOS

MAPS

NEWS

SHOPPING

MORE

TOOLS

About 95,800 results

scenic.co.uk

https://www.scenic.co.uk

### Antarctica With Susan Calman | Antarctica Cruises 2024/25

Ad As Seen On Cruising With Susan Calman, Explore Antarctica In Luxury With Scenic Eclipse. Book Your All Ultra-Luxury Scenic Eclipse Cruise, As Seen On Cruising With Susan Calman. First Discovery Yachts™ · Personal Service · 6\* Star Luxury · 2 Helicopters 1 Submarine

Last-Minute Cruise Deals

Ocean Cruises

Discover Great Savings On Sallings

6-Star Ultra-Luxury Ocean Voyages

Departing Within The Next 30 Days.

Scenic Eclipse & Scenic Eclipse II

Southampton Cruise Centre


https://www.southamptoncruisecentre.com/latest-news/cruising-...

### Discover Antarctica On Channel 5's Cruising with Susan Calman


Experience an unforgettable expedition with comedian, writer, and presenter **Susan Calman**, joining her on board one of the pioneering Discovery Yachts™ by Scenic, for an unparalleled journey to the icy realms of **Antarctica**.

Images of Susan Calman Antarctica


bing.com/images



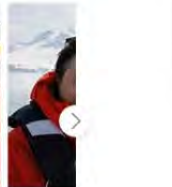
Cruising with Susan Calman: Antarctica is the...



Discover Antarctica On Channel 5's Cruising with...



Scenic Eclipse to star in 'Cruising with Susan...



Cruising w | Scenic

See all images >

Good Housekeeping

https://www.goodhousekeeping.com/.../cruising-with-susan-calman-an...

### Cruising with Susan Calman: Antarctica - An unmissable adventure

Feb 6, 2024 · In Cruising with Susan Calman: Antarctica, discover Susan's journey to the most remote region on earth – and how to visit yourself.

Art of Travel Group

https://artofoftravelgroup.co.uk/scenic-cruising-with-susan-calman-to...

### Scenic Eclipse cruising with Susan Calman to Antarctica

Mar 18, 2024 · Discover **Antarctica** in Ultra-Luxury with Susan **Calman**. Experience an extraordinary journey to the heart of Antarctica with Susan Calman, the celebrated comedian, ...

Videos of Susan Calman Antarctica

bing.com/videos

Related searches

susan calman antarctica s

suzan calman antarctica

susan calman antarctica c

susan calman polar cruise

susan calman

susan calman adventures

susan calman channel 5

cruising with susan calma

Google

susan calman antarctica

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All

Images

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Web

MORE

Tools

Sponsored

Scenic UK

https://www.scenic.co.uk

### Antarctica Ocean Voyages | Antarctica With Susan Calman

Take Exploration To The Next Level With An Onboard Discovery Team, Helicopter & Submarine. As Seen On Cruising With **Susan Calman**, Explore **Antarctica** In...

Luxury Antarctica Cruises

Scenic Eclipse Experience

As Featured On Cruising With Susan Calman, Discovery Voyages In Depth.

Explore True 6-Star Luxury. Discover the Full Ship Experience.

Scenic UK

https://www.scenic.co.uk/blogs/cruising-with-susan-c...

### Cruising with Susan Calman

14 Feb 2024 — An intrepid explorer and cruise enthusiast, two exhilarating episodes documented her adventure as she followed in the footsteps of pioneering ...

People also ask

What ship did Susan Calman go on in Antarctica?

What ship is Susan Calman on in Antarctica tonight?

What month did Susan Calman visit Antarctica?

Is Susan Calman married?

Feedback

Channel 5

https://www.channel5.com/season-3/antarctica-part...

### Antarctica: Part One - Cruising with Susan Calman

In a two-part trip, **Susan** goes to the ends of the earth on an epic cruise to **Antarctica**, where she gets close to nature and sees whales, dolphins, seals, ...

The Cruise Village

https://www.thecruisevillage.com/Blog

### Cruise Antarctica with Susan Calman aboard Scenic Eclipse

Embark on an **Antarctic** Adventure with **Susan Calman**. Departing from Ushuaia on the highly acclaimed **Antarctica** in Depth expedition, follow Susan as she navigates ...

Art of Travel Group

https://artofoftravelgroup.co.uk/scenic-cruising-with-sus...

### Scenic Eclipse cruising with Susan Calman to Antarctica

Explore **Antarctica's** wonders with **Susan Calman** on Scenic Eclipse. Discover unmatched luxury and adventure in this exclusive cruising experience.

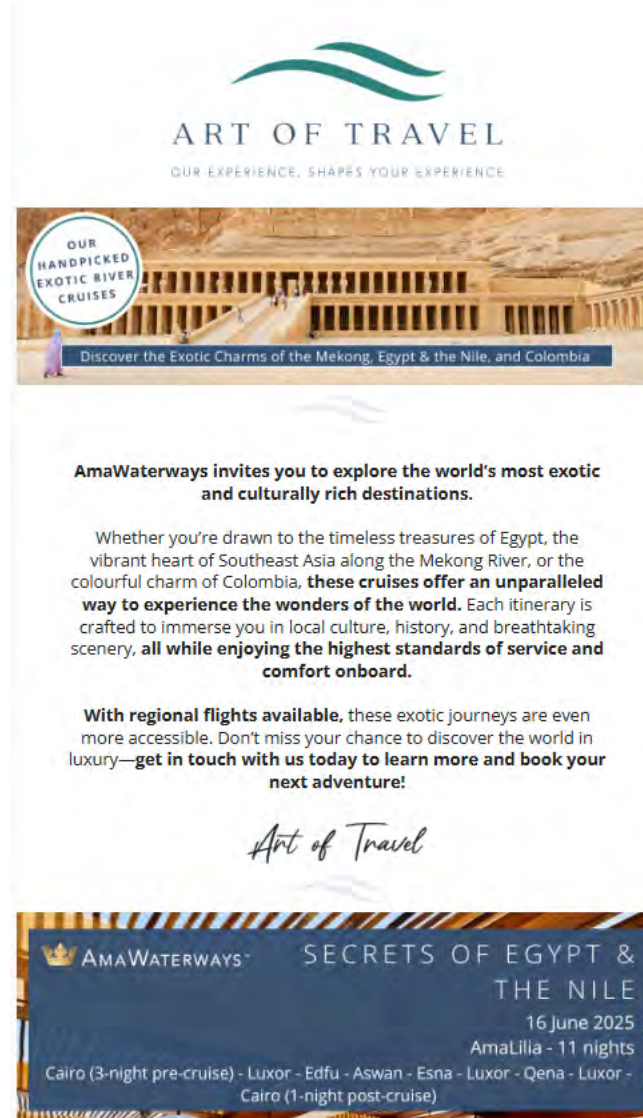
Hand-drawn arrow pointing from the left towards the Channel 5 article.

# Eshot & Social Content

Creating content based on the eshot context and deals.

Content covers...

- Subject & preview text
- Introduction
- Port Highlights
- Fun facts
- Social posts based on the Eshots



ART OF TRAVEL  
OUR EXPERIENCE. SHAPES YOUR EXPERIENCE

OUR HANDPICKED EXOTIC RIVER CRUISES

Discover the Exotic Charms of the Mekong, Egypt & the Nile, and Colombia

**AmaWaterways invites you to explore the world's most exotic and culturally rich destinations.**

Whether you're drawn to the timeless treasures of Egypt, the vibrant heart of Southeast Asia along the Mekong River, or the colourful charm of Colombia, **these cruises offer an unparalleled way to experience the wonders of the world.** Each itinerary is crafted to immerse you in local culture, history, and breathtaking scenery, **all while enjoying the highest standards of service and comfort onboard.**

**With regional flights available,** these exotic journeys are even more accessible. Don't miss your chance to discover the world in luxury—**get in touch with us today to learn more and book your next adventure!**

*Art of Travel*

AMA WATERWAYS™ SECRETS OF EGYPT & THE NILE  
16 June 2025  
AmaLilia - 11 nights  
Cairo (3-night pre-cruise) - Luxor - Edfu - Aswan - Esna - Luxor - Qena - Luxor - Cairo (1-night post-cruise)



Art of Travel Group  
5 days ago · 🌐

Discover the magic of Europe's Christmas markets on a luxurious 5\* Uniwold river cruise. Sail the Rhine, Danube, or Belgian waterways, visiting festive destinations like Vienna, Cologne, and Brussels. With no single supplement and solo prices available, it's the perfect holiday escape for solo travellers. All-inclusive packages include flights, transfers, gourmet dining, unlimited drinks, and curated excursions.

Call us today on: 02921 20 22 33

#UniwoldCruises #ChristmasMarkets #LuxuryTravel #SoloTravel #NoSingleSupplement #ArtofTravel

**UNIWOOLD RHINE HOLIDAY MARKETS**  
23 November & 9 December 2024  
Rhine River - 7 nights  
Basel - Strasbourg - Mannheim - Mainz - Rudesheim - Crossing the Romantic Rhine River - Koblenz - Cologne

**YOUR BENEFITS**  
• 5\* Ultra All Inclusive Cruise  
• Return flights & transfers included  
• All meals onboard  
• Unlimited premium beverages, spirits and wines  
• Your choice of carefully curated excursions  
• All gratuities onboard

**FROM £2,299**

**UNIWOOLD CLASSIC HOLIDAY MARKETS**  
8 December 2024  
Rhine River - 7 nights  
Nuremberg - Bamberg - Kitzingen - Würzburg - Wertheim - Hanau

**YOUR BENEFITS**  
• 5\* Ultra All Inclusive Cruise  
• Return flights & transfers included  
• All meals onboard  
• Unlimited premium beverages, spirits and wines  
• Your choice of carefully curated excursions  
• All gratuities onboard

**FROM £2,499**

**UNIWOOLD EUROPEAN HOLIDAY MARKETS**  
14 November 2024  
Rhine River - 7 nights  
Basel - Strasbourg - Mannheim - Mainz - Rudesheim - Crossing the Romantic Rhine River - Koblenz - Cologne

**YOUR BENEFITS**  
• 5\* Ultra All Inclusive Cruise  
• Return flights & transfers included  
• All meals onboard  
• Unlimited premium beverages, spirits and wines  
• Your choice of carefully curated excursions  
• All gratuities onboard

**FROM £2,499**

**UNIWOOLD BELGIAN HOLIDAY MARKETS**  
14 November 2024  
Rhine River - 7 nights  
Basel - Strasbourg - Mannheim - Mainz - Rudesheim - Crossing the Romantic Rhine River - Koblenz - Cologne

**YOUR BENEFITS**  
• 5\* Ultra All Inclusive Cruise  
• Return flights & transfers included  
• All meals onboard  
• Unlimited premium beverages, spirits and wines  
• Your choice of carefully curated excursions  
• All gratuities onboard

**FROM £3,499**

**UNIWOOLD 12 DAYS CHRISTMAS IN NEW ZEALAND**  
14 November 2024  
Rhine River - 7 nights  
Basel - Strasbourg - Mannheim - Mainz - Rudesheim - Crossing the Romantic Rhine River - Koblenz - Cologne

**YOUR BENEFITS**  
• 5\* Ultra All Inclusive Cruise  
• Return flights & transfers included  
• All meals onboard  
• Unlimited premium beverages, spirits and wines  
• Your choice of carefully curated excursions  
• All gratuities onboard

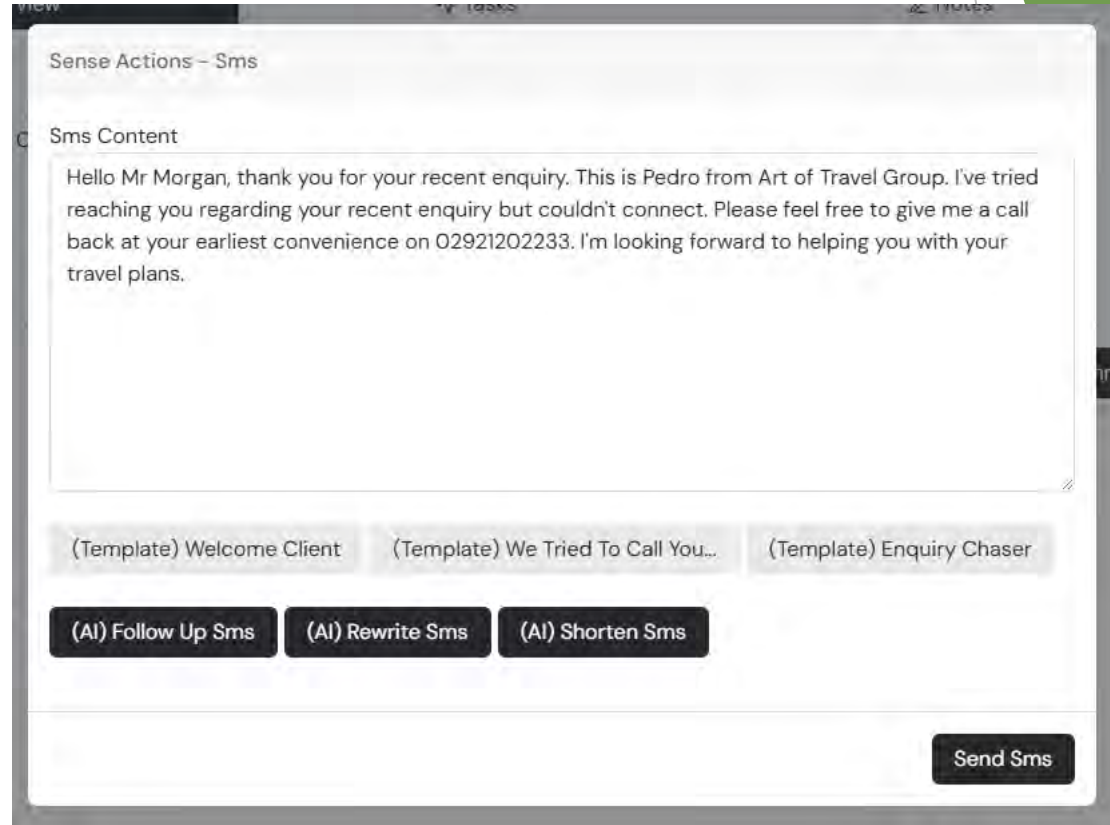
**FROM £3,999**

# SMS Chasers

Creating SMS personalised messages to follow up on enquiries.

Content covers...

- Personalised chasers
- Increasing the contact rate



The screenshot displays a web interface titled "Sense Actions - Sms". It features a large text area for "Sms Content" containing a personalized message: "Hello Mr Morgan, thank you for your recent enquiry. This is Pedro from Art of Travel Group. I've tried reaching you regarding your recent enquiry but couldn't connect. Please feel free to give me a call back at your earliest convenience on 02921202233. I'm looking forward to helping you with your travel plans." Below the text area are three template buttons: "(Template) Welcome Client", "(Template) We Tried To Call You...", and "(Template) Enquiry Chaser". At the bottom of the interface are three action buttons: "(AI) Follow Up Sms", "(AI) Rewrite Sms", and "(AI) Shorten Sms". A "Send Sms" button is located in the bottom right corner.

Let's see this in action

**Start with a New Enquiry**

# Presenting and Refining Options

## Ask Agent Assist

# Utilising Call Data with Sense

# Task Management and Scoring

Sense

Dashboard

Products

Agent Assist

Calls

Emails

Live Chat

SMS

WhatsApp

Messenger

Settings

Connections

Settings

Search

TodayYesterdayLast 7 daysLast 30 daysThis MonthLast MonthThis Year

All Agents

Summary of The Business

3.82

Sales

ChelseaTrinityPeytonCharliePedroDarcy

Admin

ShabaniSamara

The Business has completed 893 calls in this period with an average score of 3.82.

The best performing was Callback at 3.83 and the least performing Understanding at 3.72.

View The Business in Depth

Total Calls

Average Duration

Inbound Calls

Outbound Calls

17:03

29/08/2024

[Request Feedback](#)

Actually (X1)

Send link to AMA Waterways website and cruise details

Sense

Dashboard

Products

Agent Assist

Calls

Emails

Live Chat

SMS

WhatsApp

Messenger

Settings

Connections

Settings

Search

Agents

Phone Number

Direction

Date Range

2024-08-22 – 2024-08-29

Clear Filter

Update





















Date	Type	Agent	Phone Number	Duration	Score
22 August, 2024, 2:50 pm	Inbound	Darcy	HIDDEN	4.1 Minutes	★★★★★ 3.8
22 August, 2024, 1:55 pm	Inbound	Darcy	HIDDEN	6.72 Minutes	★★★★★ 3.9
22 August, 2024, 12:42 pm	Outbound	Darcy	HIDDEN	17.32 Minutes	★★★★★ 3.7
22 August, 2024, 12:34 pm	Inbound	Trinity	HIDDEN	20.8 Minutes	★★★★★ 4.3
22 August, 2024, 11:33 am	Inbound	Darcy	HIDDEN	8.8 Minutes	★★★★★ 4.3
22 August, 2024, 11:25 am	Inbound	Darcy	HIDDEN	2.8 Minutes	★★★★★ 3.85
22 August, 2024, 10:51 am	Inbound	Darcy	HIDDEN	2.62 Minutes	★★★★★ 3.8
22 August, 2024, 10:46 am	Outbound	Shabani	HIDDEN	1.58 Minutes	★★★★★ 4.4
22 August, 2024, 10:25 am	Inbound	Shabani	HIDDEN	20.42 Minutes	★★★★★
22 August, 2024, 10:19 am	Inbound	Shabani	HIDDEN	3.62 Minutes	★★★★★ 3.9
22 August, 2024, 9:17 am	Inbound	Shabani	HIDDEN	2.92 Minutes	★★★★★ 3.9

16:50

29/08/2024

Manage your Metrics allowing Sense to Review each calls to your standards.

Add Prompt

Name	Agent Type	Direction	Actions
welcome	Sales, Admin	Inbound	 
welcome	Sales, Admin	Outbound	 
recollection	Sales, Admin	Both	 
understanding	Sales	Both	 
urgency	Sales	Both	 
knowledgeable	Sales	Both	 
questions	Sales, Admin	Both	 
callback	Sales, Admin	Both	 
rapport	Sales, Admin	Both	 
followups	Sales, Admin	Both	 



# Thank You

Simon Powell

CEO Inspiretec

Investor **Art Of Travel Group**

Investor **Systems X**