

# BALLOONS U.K. BOOKING SYSTEM CASE STUDY



## Balloon in A Box

A helium filled foil balloon will be packaged in an attractive red and white striped gift box which will be tied with matching ribbons and bows. When the box is opened the colourful 1 8" balloon will float out displaying its message.

And the Gift / Flight Voucher will be attached to the bottom of the balloon.

**Price £9.50**

## George Bear

A Traditional soft and cuddly Teddy Bear will be placed inside the Balloon-in-a-Box, with the Flight / Gift Voucher suspended from the Teddy Bears neck.

This presentation item must assure you at least a cuddle!

**Price Balloon-In-A-Box plus Teddy Bear £15.99**

## Continental Chocolates

A 250g box of the finest continental chocolates will be added to your balloon in a box package. These chocolates are of the highest quality and quite delicious. They are guaranteed to make your presentation Gift / Flight Voucher even sweeter.

**Price Balloon-In-A-Box plus 8oz Continental Chocolates £19.99**

## Champagne

A half bottle of Quality French Champagne in a Gold and Blue Presentation Box with two champagne flutes will be placed inside the Balloon In A Box. The Flight / Gift Voucher will be placed inside the Champagne Presentation box. Delivering the Gift / Flight Voucher in this special way will be sure to 'raise the spirits'.

**Price Balloon-In-A-Box plus Champagne Presentation £29.49**

Balloons U.K. will be pleased to supply any of the above presentation items in any combination to meet your requirements. Please telephone our office for information. All prices include post and package and will be dispatched by First Class post, please allow two days for delivery. Guaranteed next day delivery is £2.85 extra for the Royal Mail Special Delivery Service. We advise paying extra for this service if your gift must arrive on a specific day.

Whether you choose to purchase a Gift / Flight Voucher for one person or more with or without a special presentation item, with Balloons U.K. you can be assured of the highest quality service at the most competitive prices, from the Most Prestigious Launch Sites.

For order details please see enclosed booking form or telephone Balloons U.K. on 01902 850502

# Exclusive prestigious Launch Sites From Balloons U.K.

## Weston Park

Situated on the A5, 8 miles West off J12 of the M6, 3 miles North off J3 of the M54, approximately 30 minutes drive North from Birmingham or 30 minutes East from Shrewsbury. Weston Park is the ancestral home of the Earls of Bradford, with over 1,000 acres of beautiful parklands, woodland walks and 18th century gardens not forgetting the Weston Park House itself. Flights from Weston Park take you over some of Shropshire and Staffordshire's most Beautiful Countryside. Weston Park makes an ideal setting for any balloon flight.

## Trentham Garden

Situated on the A34 Stoke to Stafford road, 2 miles East off J15 of the M6, Approximately 30 miles from Manchester and 40 miles from Birmingham. Trentham Gardens, situated on the outskirts of the Potteries, once the ancestral home of the Duke of Sutherland, with over 750 acres of ancient woodland surrounding an 85 acre lake, with full family entertainment facilities, including a restaurant, Cafeteria and Licensed Bar. Flights from Trentham Gardens take you over the Beautiful Staffordshire Countryside with Breathtaking views of the Peak District An Ideal Launch Site For Your Balloon Flight.

## Ludlow Castle

Situated on the hill overlooking Ludlow Town, in the Heart of the Shropshire Countryside, this 11<sup>th</sup> Century Norman Castle at the foot of the Clee Hills is a magnificent setting offering splendid views of the South Shropshire Countryside and the Corvedale valley. We can assure you there's no better way to view it than having a Flight in a Hot Air Balloon.

## Alternative Launch Sites

Should you be considering making a group booking, Balloons U.K. would be pleased to explore the possibilities of taking off from an alternative launch site within the area of Your Own Choice, please ask our Flight Administrator for advice and costing.

**Remember, you do not have to choose the Flight Date or the Launch site when you make the booking, as the recipient of the voucher can do this at a later date if you wish.**

## FINALLY

Should you have any other questions or Special requests ! Please do not hesitate to telephone and ask for our assistance on 01902 850942

# Some of your Questions Answered

## How to Make A Booking

Bookings can be made over the telephone using any major credit or debit card (see booking form) alternatively you can complete the enclosed booking form and return it to our office either by post or in person. Customers are welcome to call and collect Vouchers and Gift Items from our office (just off J12 M6). We are open from 9am to 6pm Monday to Friday, and by arrangement on Saturdays and Sundays. Please Telephone first and we will have everything ready for your collection.

## The Booking Form

When you are completing the booking form please give as much information as you can. Do not worry if there are some questions you cannot answer, we can complete them at a later date. If you are not sure please do not hesitate to telephone our office for help and advice on 01902 850502 We Are Here To Help!

## Your Confirmation Of Bookings and Flight Reservations

Once a booking has been received by Balloons UK, either by Telephone or by Post, A confirmation of booking with full details of your flight and, where appropriate the Gift Voucher's, will be posted by first class post on the day we receive your booking, unless, you have ordered a Balloon-In-a-Box, these will be posted a few days before your chosen delivery date.

For balloon-in-the-box bookings, a confirmation of booking and your receipt will be posted as above and the voucher will be delivered on your chosen date inside your balloon-in-a-box. All our mail will be posted in plain white envelopes, this is to avoid spoiling a surprise. Further information will be found on the back of the Flight / Gift Voucher regarding the flight and how to book your Flight Date Etc.

## Flight Dates, Times and Launch Sites

Flight Date. If you do not wish to choose a flight date, time or launch site at the time of booking please put 'Open' in the boxes, your gift / flight voucher will still be issued "open dated" and we will wait for the passenger to contact us with their chosen flight date, time and launch site. Remember the voucher is valid for a full 12 months.

## Who Can Fly ?

'Almost any one can', balloon flights have no upper or lower age limits. Our youngest passenger was 9 years old and our oldest to date was 93 years young. We have also flown people with disabilities suffering from multiple sclerosis, , heart disease and mobility problems etc. All you need is a spirit of adventure and we will take care of the rest. **(If you are thinking of making a booking for someone with a disability, you may wish to telephone and discuss it with our chief pilot first)**

## ??? More Questions ???

We have tried to anticipate a few of your questions, understandably you may have more questions to ask. Please feel free to call our office at any time for assistance and advice, and don't forget, when you arrive at the launch site you will be greeted by your pilot and crew who will be happy to assist you in any way they can.

**Remember, "we are here to help you the CUSTOMER"**

# Balloons U.K.

## Hot Air Balloon Company

The Friendliest Balloon Company with a commitment to Quality and Service

### **Balloons U.K. Commitment to Quality and Service.**

Balloons U.K are committed to offering their customers the Highest Quality Products Delivered with the "Best Possible Service at the Most Affordable Prices" therefore giving the longest flights (We guarantee a flight of Between One and One and a Half Hours) In the most up to date Equipment Accompanied by highly qualified pilots and personnel.

### **Buying with Confidence! "Our Price Guarantee"**

Here at Balloons U.K. we are so confident that we are offering the best Value for Money Service, in the unlikely event that you should find an operator Quoting a Lower Price for the Same Quality of Service and Flight Time, We will not only Match them we will Better them, in Price and Service.

### **Why Choose Balloons U.K ?**

As a family business Balloons U.K. have a commitment to Customer Care and Quality of Service, giving customers excellent value for money flights, using the most up to date equipment, operated by highly trained pilots and ground crew. All of our pilots hold a commercial pilots licence (they have to by law) and are examined by a Civil Aviation Authority Examiner every year. So, you can be assured you are in the safest of hands.

We operate 6 Hot Air Balloons of various sizes so whether you would like a Personal flight for One, an Intimate flight for Two or a larger party of 12 or more people, we can accommodate your requirements. New Business is gained mainly by recommendation from the many thousands of satisfied passengers who have already flown with us, so we must be doing something right ! Balloons U.K. are not only committed to Maintaining standards but Setting and Raising Standards for the rest to follow.

As you will realise from reading the above we are committed to offering a high quality service, with the longest flights, at the most competitive prices from a choice of the most prestigious launch sites within your area.

With Balloons U.K. the following 5 star treatment sets our Minimum Standard

### **Our Prices Are Fully Inclusive Of:**

- A Choice of Prestigious Launch Sites (see enclosed list)
- A Flight of up to One and A Half Hours ( for the whole experience you will need to allow about 4 hours)
- A Personalised Flight / Gift Voucher
- A Personalised Flight Certificate After Your Flight
- A Complimentary Champagne Celebration After Your Flight

**(You MIGHT find an Airline to Equal our Prices and Service but you WILL NOT find one to Better Balloons U.K.)**

## Balloons U.K. Air Balloon Company Booking Form and Price List

Prices		
1 Person Booking	£120.00	Inclusive
2 or more Persons Booking	£115.00 Per Person	Inclusive
Group Bookings (Mm. 8 Passengers)	£ 110.00 Per Person	Inclusive
Presentation Balloon-in-a-Box	£ 9.50	Inclusive
Presentation Balloon-in-a-Box With, George Bear £15.99. Chocolates £19.99. Champagne £29.49.		

**you can make a booking using one of the following methods!**

1) **Telephone Bookings.** using any major credit card Tel 01902 850502 to make a booking

2) **By Post.** Complete BOTH SIDES of this Booking Form and return to:

**Balloons U.K. School Farm. School Lane, Stretton, Stafford, ST19 9LJ.**

3) **In Person.** By calling at our office. We are situated 3 miles west off Junction 12 of the M6 just off the A5. Please telephone for directions. If you require any further assistance in making your booking or require further information please telephone the above number for advice. We Are Here To Help

**Booking Form Details. Please complete the following.**

Name and address of the 'Person Making' the booking.

(Mr / Mrs/ Miss/ Ms) Forename \_\_\_\_\_ Surname \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_ Post Code \_\_\_\_\_

Telephone No/s Day Time \_\_\_\_\_ Evening \_\_\_\_\_

**Passenger Details**

Title(Mr/Mrs/Miss/Ms)	Forenames	Surnames	Weight	Age
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

If this is for a surprise please state the date you will be giving it. Date \_\_\_\_\_AM/PM  
(No one from our office will make contact with a passenger until after this date.)

Passengers telephone number and address if different from yours;

Tel No. Daytime: \_\_\_\_\_ Evening: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_ Post Code \_\_\_\_\_

Preferential Flight Date (if any) Day \_\_\_\_\_ Date \_\_\_\_\_ (AM/PM Delete one as appropriate)

Preferential Launch Site (if any) \_\_\_\_\_

**(If you or the passenger wish to choose a flight date and launch site at a later date please put 'OPEN' in the spaces) Remember All Vouchers are Valid for a Full 12 Month**

### Balloon-In-A-Box Order Form

Please indicate as appropriate with a Tick

Balloon-in-a-Box only £9.50 (Balloon-in-a-Box With, Bear £15.99, Chocolates £19.99, Champagne £29.49)

Please Indicate Choice of Balloon Message \_\_\_\_\_  
(i.e. Happy Birthday, Anniversary, Congratulations, To Someone Special, Retirement Etc)

Would You Like the Persons Name and or Age put on the Balloon? (Name \_\_\_\_\_) (Age \_\_\_\_\_)

Who is the Gift Voucher To \_\_\_\_\_

Who is the Voucher From \_\_\_\_\_

What is the earliest date of arrival; \_\_\_\_\_ What is the Latest date of arrival \_\_\_\_\_

Do you want royal mail special delivery at £2.85 extra \_\_\_\_\_ Yes \_\_\_\_\_ No. Please tick as appropriate.

Delivery address for the balloon-in-a-box \_\_\_\_\_

\_\_\_\_\_ Post Code \_\_\_\_\_

Please note Your Balloon-In-A-Box' will be delivered by 1st Class Post, Due to the size of the Box someone will have to be at the address to take delivery

Next Day Royal Mail Special Delivery is available at an extra cost of £2.85. (this will guarantee delivery on a specific date before 12 o'clock mid day) Excluding Saturday and Monday

Deliveries can be made to any U.K. address i.e. Home, Work, Restaurants, Hotels, Etc.

### Bookings and Payments can be made in one of the following ways

(Payment must be made in full at time of booking)

- 1) By Cheque (please make cheques payable to Balloons U.K. and return with this booking form to the address overleaf)
- 2) Using any major credit or debit card Access, Visa, Amex, Switch, Delta Etc.

Bookings can be made

- A) By Telephoning or Central Reservations on 01902 850502 and making a Telephone booking Or
- B) By completing the following and returning this booking form to the address overleaf

For Credit Card Payment Please Turn Over.

**Credit Card Details.**

Credit Card Type. Visa / Access / MasterCard / Amex / Switch / Delta or Connect card .  
Please tick card type

Card Number \_\_\_\_\_

Expiry Date \_\_\_\_\_ For Switch card holder only, Issue Number \_\_\_\_\_

For Amex Card holders only. Start date \_\_\_\_\_

Card Holders Name \_\_\_\_\_  
(please enter here the name or initials as printed on your card.)

Total Amount Payable £ \_\_\_\_\_ . \_\_\_\_\_ All Price are Including Vat. At Current Rate

**All flight Vouchers remain valid for a full twelve months. In the unlikely event that after 12 months the flight has not been taken the validity of the voucher may be extended at our discretion. Vouchers are Transferable but Not Refundable.**

I understand that this booking is made upon the terms and subject to the information contained within our brochure and booking form.

Signature of Payee \_\_\_\_\_

Please tell us how you heard about us. \_\_\_\_\_

\_\_\_\_\_

Finally, If we can be of any further assistance or you have any special requests or Questions, Please, do not Hesitate in Telephoning for our Assistance. WE ARE HERE TO HELP YOU "THE CUSTOMER"