

# Heswall welcomes award-winning independent travel agency with a 55-year history



Multi-award winning Delmar World and sister company Perfect Cruises open their new office in Heswall on Monday 12 August. Delmar World specialises in travel – Perfect Cruises, as the name implies, specialises in cruises and is only available in Delmar World’s Heswall and Gresford offices. This second-generation, family-owned business is run by directors Ann Anglesea and Howard Davies, who are brother and sister.

Delmar World had its humble beginning in 1964 – their very first sale was a day-trip bus ticket to Liverpool! From that modest start, it has become one of the UK’s most respected independent travel companies. As Howard explains: “Our success is founded on our uncompromising approach to excellent customer service. All our specialist advisers have extensive and different destination expertise – they take time to understand every client’s interests and lifestyles before creating bespoke itinerary recommendations. We all love to talk travel and are not afraid to make suggestions to enhance the overall holiday experience.”

## **Our mission is to change the way the Wirral books travel, through our passion, expertise, service and values**

Delmar World and Perfect Cruises aim to challenge the perception many people have about what a travel agent can actually do. Unlike agencies that only offer brochure package holidays and cruises, the key advantage of this team of talented specialist advisers is that they can tailor any travel experience for each individual client. For example, you might want to take a cruise, but would like to add a land tour or a self-drive itinerary, or even a pre- or post-cruise city break. Canada-bound visitors can include a luxury rail experience, island ferries, an Alaskan cruise, or even bear-watching. Australia and New Zealand are becoming increasingly popular, but no two itineraries need to be exactly the same. Delmar’s Aussie specialist Adele says: “The permutations of routes, airlines and stopover opportunities are almost infinite and that’s even before you get there! Advice on how to put together the best land arrangements is something only a specialist with first-hand knowledge can provide.” The rest of the world is also covered because all Delmar specialists get the chance to visit a new destination area each year and add to their ever-increasing portfolio of knowledge.

*“Delmar staff all show amazing depth of knowledge and give sound advice having listened and discussed our requirements. No hesitation in recommending Delmar to our friends”*

Mr T Rowland

Samantha is one of Delmar’s Africa specialists, as well as being passionate about cruising. “The perception people have about destinations and cruising is often far different to the reality,” she says. “Unlike internet travel sites – which tend to be set up just to sell – my approach is to really understand what each customer wants and expects so that I can make relevant, specific suggestions that will best suit them.”

*“Knowledge of the USA market is excellent and an itinerary was put together to accommodate everywhere we wanted to visit in a seamless structure. All hotels recommended were fantastic and reflects the experience built up over many years”*

Mr P Foulkes

The USA is a major destination. The America team is headed by Howard who has covered 37 of the 50 states in over 190 transatlantic visits. Howard will be based at Heswall a couple of days each week and, along with all the other destination and cruise specialists, is available for fact-to-face appointments. Howard is particularly fascinated by self-drive holidays, suggesting: “A successful fly-drive itinerary is something that requires full input from both customer and specialist. The opportunity to discuss personal preferences, lifestyles and interests with a client is an invaluable part of creating a truly bespoke experience. Too many people make the mistake of believing that it’s as simple as joining up the dots! No two itineraries I create are ever identical and my experience helps clients understand why their holiday has evolved the way it has, and ensures that some very common mistakes are avoided. The greatest satisfaction for me is when a client returns and thanks me for making the difference.”

Perfect Cruises operates the same model as Delmar World with a team of specialists who have first-hand experience of most major cruise lines. Perfect Cruises is exclusively available at Delmar World. While appointments are not always essential, we do suggest contacting the Heswall office to ensure you can meet with the specialist best suited to your requirements.

*“Truly fabulous customer service! Nothing was too much trouble. Our booking was quite complex and we changed our minds a few times but they took it in their stride to come up with a wonderful holiday”*

Mr A Dustan

## **Before you book a holiday, book an appointment and talk travel with a specialist**

These days there are so many ways to book travel: online, regular travel agents, holiday clubs and newspapers. The Delmar approach is different because we offer a free specialist advice service before you book, competitive pricing when you book, and the same level of personal service and support after you book. All our key destination and cruise specialists are available by prearranged appointment.

When you talk travel with our specialists you will be immediately aware of the Delmar difference – and there’s absolutely no pressure to book. We would rather you took time to make the right arrangements than rush into booking something you might later regret. Coupled with our expert, impartial guidance this is quite simply a case of ‘Getting it right with the best advice’.

**The true value of what Delmar World and Perfect Cruises has to offer can only be appreciated if you have experienced it. If you have a special holiday on the horizon that you want to be perfect, don’t take a chance – call Delmar World today on 0151 363 6115 or call in at our Milner Road office.**