



*Become a partner of*

KATJA VAN LEEUWEN - RIDING HOLIDAY AGENCY



# OUR SERVICES

*"From riders - for riders"*

How about if we not only arrange guests for you, but also take over the time-consuming and consultation-intensive process before customer booking, fill free capacities and book trips?

"Katja van Leeuwen - Reitferienvermittlung" is an online travel company that has specialized in arranging horse and donkey holidays throughout Europe since 1993.





Who  
we  
are

## Why our company exists

- The relationship between humans and animals is something very valuable and priceless. A horse reflects the behavior of a human being and definitely means an adventure that you have to consciously embark on. This requires curiosity, openness, consideration, appreciation, courage, trust and a willingness to learn.
- We would like to provide valuable experiences and encounters with animals in nature.

## What the company stands for

- Our trips are particularly characterized by an intensive experience and/or recreational value as well as by environmentally friendly and socially responsible aspects.
- Our ambition is that the customer is provided with the right trip, the right quality, in the right place, at the right price.
- We enjoy our work - especially the contact with customers.

## Our values

- Commitment, fairness, helpfulness, pleasant communication

# THE TEAM

## Riding holiday agency



*Katja van Leeuwen*

Owner



*Lisa Steinacker*

Tourism Professional



*Alina Andres*

Online Marketing & Social Media



*Mau-Mau*

Silent Observer



*Katja van Leeuwen*  
Owner

# ABOUT ME

My more than 45 years of experience in sales and marketing, my enthusiasm for horses and the organization of vacations led me to found the riding holiday agency in 1993. Personal needs analysis, qualified advice, uncomplicated booking process and tailor-made offers even for special target groups, are the strengths of my riding holiday agency.

# This is what makes us unique



## PASSION

Our passion for horses and travel allows us to pay attention to detail. Our ability to inspire others is what distinguishes us from the average.



## EXPERIENCE

We have specialized in arranging horse & donkey holidays since 1993.



## PRIDE

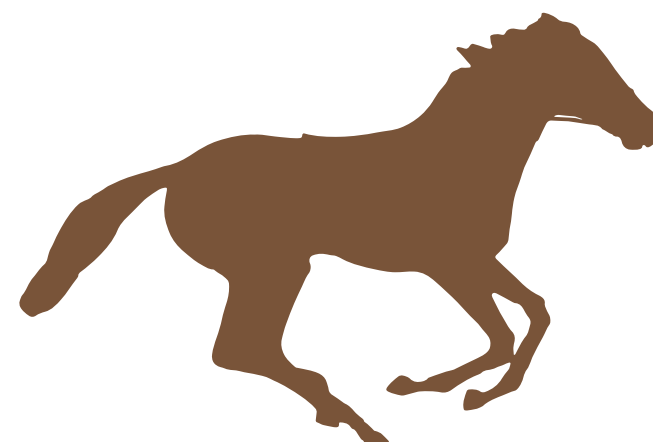
Every 2 ½. enquiries becomes a booking!



# Our product range

- Horseback riding holidays for adults, families, teenagers and solo travellers
- Trail rides
- Working Holidays
- Riding and language holidays
- Combination of riding and wellness
- Holidays with horse and cart
- Hiking with donkey or pony

# How we work



## We....

...carefully select each partner according to our **quality criteria**.

...**identify** us with every single offer and only promote trips that we would do ourselves.

... advertise your company on our homepage and our social media accounts **free of charge** and only receive a standard commission for each booking.

...provide honest, objective advice and are particularly attentive to **customer wishes**.

...help to **determine the riding level** and check whether it is suitable for the selected trip.

...provide **assistance** to customers with travel arrangements and the necessary travel insurance.



# Process of a booking

## CONSULTING

A personal needs analysis enables us to provide qualified advice to our customers.



## REQUEST

We send you an enquiry. You decide on the availability or, if necessary, you name the alternatives.



## BOOKING

You will receive all booking details with a request to check. Then send us your confirmation and invoice (minus our commission).



## COMPLETION

We will transfer the invoice amount to you 10 days before the customer's arrival and send them your travel documents. After the customer's return, the customer receives a feedback sheet and once received, we share it with you.



# The added value for your company

## ✔ VIRTUAL TRAVEL CATALOGUE

Based on your documents, we create a virtual travel catalogue, which is freely accessible to anyone who is interested.

## ✔ THEMATIC ADVERTISING

We place topic-specific advertising via social media, press releases and our newsletter.

## ✔ DETERMINATION OF RIDING EXPERIENCE

We provide you with a specially created document that determines the riding level of each guest.

## ✔ INTERNATIONAL GUESTS

The majority of our customers come from Germany, Austria and Switzerland.

## ✔ DETERMINATION OF CUSTOMER SATISFACTION

Our feedback forms give you valuable suggestions for improving your business.

# Testimonials



## **Martin Haller**

*Freelance Journalist, Author, Tour Guide*

"For me, Katja is a particularly pleasant entrepreneur, she has infinite patience and composure, which is rare in today's tourism and therefore precious."



## **Jeremy Castle, M.A., M.Phil.,**

*Director, English Language Courses*

"Katja has always been very correct with her bookings and administration, but more than that she has shown that she is always genuinely interested in the wellbeing and the experience of all her clients. She takes a personal interest in everyone!"



## **Gisela Rau**

*Freelance Journalist and Author*

"What I appreciate most about the long-term collaboration with Katja van Leeuwen is her reliable, careful and respectful interaction with each other."

# Testimonials



**Diplom-Kfm. Jürgen Hindenberg**

Managing Director

Vocational training and securing skilled workers IHK Bonn/Rhein-Sieg

"As an entrepreneur, Katja van Leeuwen lives by virtues such as integrity, diligence and reliability."



**Michael Langen & Sebastian Reiß**

*Langen & Reiß GmbH, Internet Services*

"The extraordinarily friendly and respectful interaction with each other at all times has made a decisive contribution to a very special customer relationship and humor has never been neglected."



# Requirements & Conditions *of a partnership*

## OFFER

Based on the region, riding style, number of horses/accommodation, availability & prices, we check to what extent your offer fits into our product range.

## INSURANCE

Horse owner liability insurance and riding company liability insurance must be taken out for the duration of the guest's stay.

## GTC'S

You send us your price list, business conditions and cancellation rates.

## COMMUNICATION

We ask for written feedback within 48 hours. You inform us at least once a year about your business. In October (3 months before the start of the season) you send us your new prices, service descriptions, photos, etc.

## DURATION

The minimum contract term is 2 years due to our investments (creation of offers, product training for employees, visits). If you cancel in the first year, we charge an expense allowance of € 250.00.

## PERIOD OF NOTICE

The cooperation of both parties is automatically extended by one year unless it is terminated in writing by one of the parties 3 months before the end of the year (i.e. by September 30th).

# What are you waiting for?



## GET TO KNOW

We look forward to meeting you by phone or preferably in person!



## FORMALITIES

If everything fits, we'll send you all the required documents, which you should sign and return to us.



## QUOTATION PREPARATION

You send us all the necessary documents so that we can start creating a sales-boosting offer page.

# Contact



[www.reitferienvermittlung.de](http://www.reitferienvermittlung.de)

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