



CIE Tours International is a niche operator serving these destinations:

Ireland, England, Scotland & Wales – and expanding into Iceland and Italy

Established in 1932 and celebrating 86 years of travel excellence



TOP TEN REASONS TO BOOK CIE

1 We're more than guided tours

CIE Tours also offers an expansive selection of self-drive and private driver options.

2 Something for Everyone

We have something to fit every customer- no matter what age group, budget, or party size. Our preset itineraries appeal to a wide customer base, or we can create personalized itineraries to match your clients' needs.

3 Excellence and value

When your clients travel with CIE Tours, they'll get the warmest of welcomes and all the benefits of our 86 years of experience. The itineraries are locally crafted, the experiences are authentic, and our guests get the kind of access only we can provide.

4 Amazing tour directors

Our outstanding local tour directors are ready to share their knowledge, stories, passion for their home places- they are our greatest assets.

5 It's all included- no hidden extras

Our guided tours experiences include full breakfasts, most dinners and some evening entertainment as well as unique visits and admissions. Our tour directors do not have to upsell- and no one has to worry about paying for optional extras on the trip.

6 The best choice

CIE Tours offers the largest selection of tours in the market to Ireland, Scotland, England and Wales, so you have more choices.

7 Time to Enjoy

Many of our tours spend 2 nights in each location, and our flexible itineraries include a great balance of escorted and free time.

8 Authentic and unique experiences

We know how much these trips mean to your clients and we want to ensure that this is a trip they'll treasure forever. CIE Tours will give them historical perspective and immersive experiences they'll appreciate- plus exclusive visits available only through us.

9 Security and reliability

CIE Tours are licensed by the Civil Aviation Authority in Ireland.

10 We take care of Everything

Our travel experts create our itineraries with the comfort of our guests in mind. There's nothing to do but sit back, relax and enjoy the trip.

11 – YES I KNOW IT SAYS 10 – GUARANTEED DEPARTURES

If it says guaranteed, it is guaranteed. No sort of, no maybe, guaranteed= guaranteed



WHY CIE TOURS

Features	CIE Tours	Brendan	Trafalgar	Globus	Insight	Collette
Niche Operator	✓	✓	✗	✗	✗	✗
No Optional Extras	✓	✗	✗	✗	✗	✗
Non - selling Guides	✓	✗	✗	✗	✗	✗
Small Group Concepts	✓	✗	✗	✗	✗	✗
Independent Self Drive	✓	✓	✗	✗	✗	✗
Private Driver- Luxury Collection	✓	✓	✗	✗	✗	✗
Guaranteed Departures	✓	✓	✓	✓	✗	✗
Irish Owned	✓	✗	✗	✗	✗	✗



UNIQUE SELLING POINTS

One Inclusive Price; No Optional Extras. True financial partners.
No non-commissionable items

- 75% guaranteed departures on all CIE Tours guided tour itineraries
- Largest offering of guided tours and departures in the market
- Extensive independent and custom private-driver programs
- Custom Guided Vacation department with 18 dedicated Ireland/Britain specialists
- 98% satisfaction rating on CIE Tours products (passenger surveys)
- *New Weekender Collection makes our Operating season year-round





PRODUCT RANGE – NOT JUST COACH TOURS

- 50+ Guided Tours, ranging from 5 to 23 days
- Private Driver programs in Ireland and Britain
- Extensive Custom Tour Department – 18 specialists designing your unique itinerary
- Weekender Collection



RANGE OF ESCORTED COACH TOURS OFFERED

Destination	CIE Tours	Brendan	Trafalgar	Globus	Insight	Collette
Ireland	21	8	9	6	4	4
Scotland/Ireland	6	1	1	0	1	1
Scotland	7	3	3	2	1	1
Britain/Ireland	8	4	6	7	5	1
Britain	9	0	6	8	5	3
Total Itineraries	51	16	25	23	16	10

* 27 tour itineraries offered as Small Group touring option

