

press kit

2019



American Forces Travel



priceline
partner network.com™

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American Forces Travel

Explore. Travel. Let's go!



American Forces Travel is the new Morale, Welfare and Recreation (MWR) program offering eligible patrons access to leisure travel online powered by Priceline and other travel industry leaders. This is the only official U.S. Joint Services' MWR online vacation travel site offering exclusive travel deals and benefits just for the military and government community. American Forces Travel provides access to a wide selection of member-exclusive rates on hotel rooms, flights, cruises, rental cars, vacation packages, event tickets and more.

[#americanforcetravel](#) [#militarydiscounts](#) [#lets go](#) [#wheret o](#) [#militarylife](#)
[#aft](#)

Landing Pages

For all AFT campaigns:

AmericanForcesTravel.com

Note: For dedicated, product-specific digital marketing campaigns for the Event Tickets and Cruise products you can also use

Events.Americanforcetravel.com and/or Cruises.Americanforcetravel.com

Pillars

Pillar 1: Best value and choice for online leisure travel for the military and government community

Pillar 2: Official MWR platform partnered with world leaders in travel

Pillar 3: Support to military quality of life programs

Products

Hotels

Features/Benefit Messaging

- American Forces Travel connects you with the world's largest selection of incredible places to stay, from vacation homes and family-run B&Bs to five-star luxury resorts.
- Planning a vacation? Our real reviews from guests like you make it easy to pick the perfect property.
- Last minute getaway? Book instantly from anywhere, anytime on any device.
- Our mobile-friendly site means getting the best deal is easier than ever.
- Over 6 million listings of homes, apartments and other unique places to stay located in 152,000 destinations in 228 countries and territories.
- Exclusive savings. Save up 60% on over 60,000 properties.
- Your booking helps support MWR programs.
- With free cancellation on many rates, 24-hour support and the option to add trip insurance, we're here to make your trip worry-free.
- Book with confidence with 24/7 customer support, access to room-type photos and over 182 million reviews from real guests.
- Best Price Guaranteed: Find a lower price? We'll refund you 100% of the difference.

Rental Car

Features/Benefit Messaging

- Great prices on all car groups, from company and economy cars to luxury vehicles and SUVs in 160 countries.
- Access to all leading car rental companies offering flexibility with free cancellation and the opportunity to save with pre-pay reservations and affordable collision coverage.

- Save up 35%
- 18,500 rental car locations worldwide
- Best price guaranteed
- More than 290 trusted partners, including:
 - Alamo
 - Avis
 - Budget
 - Hertz
 - National
 - Sixt
 - Dollar
 - Economy
 - Enterprise
 - Payless

Air

Features/Benefit Messaging

- All major airlines
 - Over 300 airlines
 - Over 2000 airports
 - In over 200 different countries
- No booking fee
- *24 hour free cancellation available (*on select flights)
- Trip Protection Options Available
 - (INTL)
 - Get reimbursed up to 100% if you have to cancel plans due to reasons like covered illness, injury, and more
 - Benefits for covered emergency medical care and transportation while abroad
 - 24/7, award-winning emergency assistance services
 - (Domestic)
 - Get reimbursed up to 100% for covered trip cancellation
 - Reimburses unexpected, eligible costs associated with trip interruption
 - Award-winning, 24-hour emergency hotline assistance
- Reduced fees for reservation changes

- "Split Tickets" text: We combine flights from two different airlines to give you more choice and better prices
- "Basic Economy" text: We display multiple fare options for the same itinerary, allowing customers to choose what is important to them when they fly
- Waived cancellation fee from Priceline

Packages

Get our lowest prices on hotels, flights, and rental cars when you bundle it all in a single booking. Use Packages to spend less time planning and more time traveling.

Features/Benefit Messaging

- Over 60,000 hotels with discounted rates
- Unique trip planning tool
- 24/7 support available

Cruise

Features/Benefit Messaging

- 110% Best Price Guarantee - Found a lower price? We will match it and refund 110% of the difference
- Our experts are available 24/7 to help you find the experience that's right for you.
- With 21 cruise ports located throughout the United States, chances are at least one of them is within driving distance. Explore the wide variety of cruise itineraries available from a port near you.

Event Tickets

No Hidden Fees. No Surprises.

Description

American Forces Travel is pleased to offer access to concert tickets, sporting events and more through our Secondary Ticket Marketplace.

When you buy your resale tickets here you can be confident they are sold by reputable, established ticket selling companies. With NO membership fee, service fee or shipping fee your money goes to what really counts - an unforgettable experience.

Plus, every ticket purchased helps to support MWR programming. So why wait, start planning your event today!

Features/Benefit Messaging

1. Wide Selection: 1,000,000+ Tickets
2. 100% Money Back Guarantee. Full details [here](#).

Please note the purpose of the guarantee is to cover:

- A. Your order is shipped too late to arrive in time for the event, or not delivered at all;*
 - B. You were denied entry because of the tickets, or invalid tickets were provided by the seller.*
 - C. An event is cancelled entirely, with no rescheduled date.*
3. Exclusive Discounts: Special deals just for members.
 4. Post-Purchase Support: Our call center is open every day, from 7am to 1am EST.
 5. No Fees: no shipping fees, no processing fees, no membership fees
 6. Giving Back: A portion of every booking goes back into MWR programming