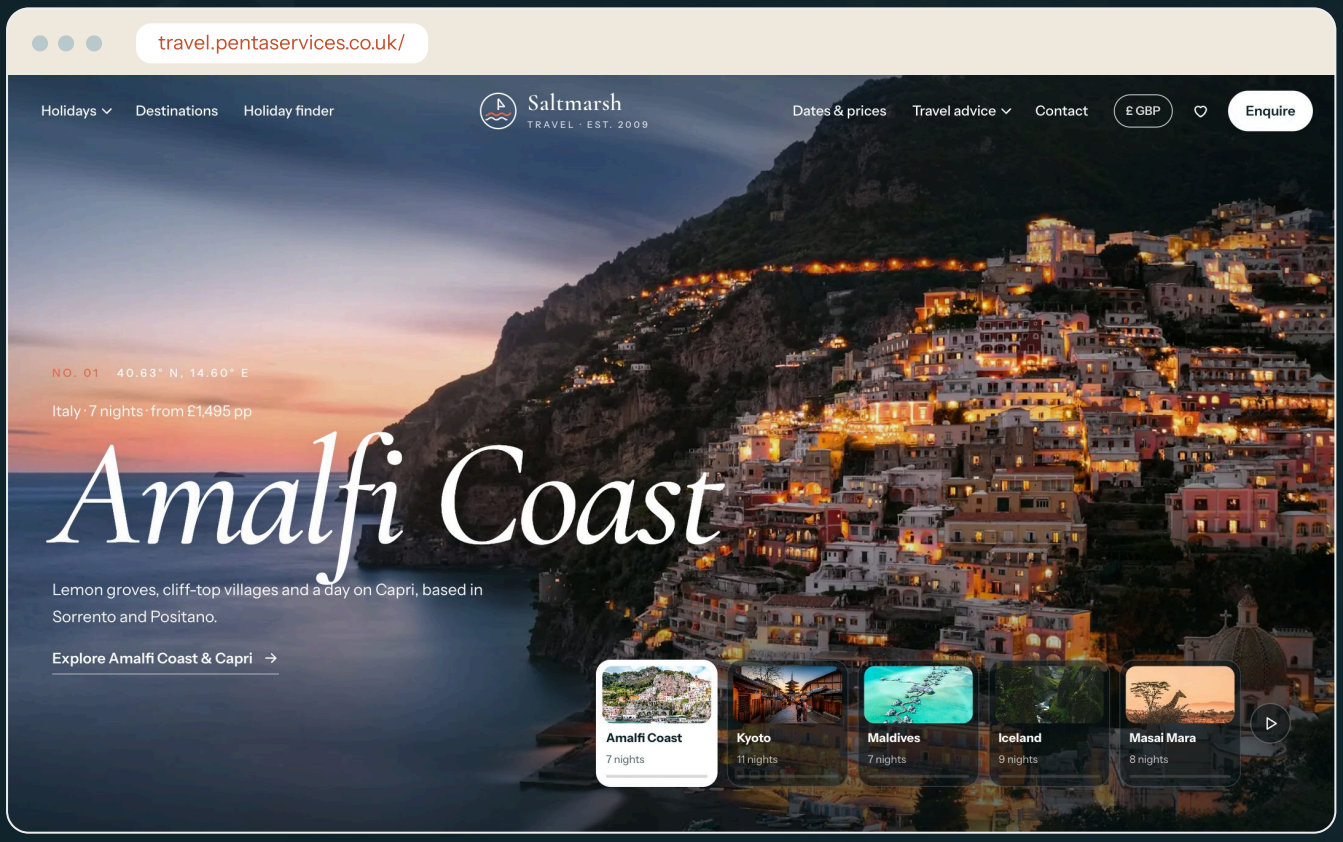
penta SERVICES

November 2026

WEBSITE GUIDE FOR TRAVEL AGENCIES AND TOUR OPERATORS

A travel agency website that *turns daydreams into bookings*

Ready-made, fast and built to be found on Google and AI assistants. An immersive full-screen destination slider, a holiday finder, a departure calendar with live totals, a four-step enquiry, destination guides, a visa and entry checker and a clear ATOL and ABTA page, for travellers from the UK and the Gulf. We adapt it to your agency, host it and keep it updated.



Ready Site · Business Website package

Live preview: travel.pentaservices.co.uk

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TRY THE LIVE DEMO

travel.pentaservices.co.uk

Saltmarsh Travel is a fictional sample agency. Every name, price, departure, rating, review and the ATOL and ABTA numbers in the demo are samples that we replace with your own. The protection rules and entry requirements shown (ATOL, package travel rights, EES, UK ETA, Schengen) were checked in November 2026 and link to official sources.

Built for how travellers *choose a holiday*

People dream on Instagram but book with someone they trust. Before they enquire they want to know where is good in their month, roughly what it costs from their airport, which dates are free, what paperwork they need and whether their money is safe. This website answers all five, for travellers from the UK and the Gulf.

What travellers check first

- Where is good to go in the month I can travel?
- What does it cost from my airport, for my family?
- Which dates are available, and how much is the deposit?
- Do I need a visa, an ETA or a new passport?
- Is my money protected if something goes wrong?

What the website gives them

- A full-screen destination slider with a docked holiday search
- A holiday finder that scores every trip on month, style, budget and airport
- A departure calendar with places left, party total, deposit and balance date
- Destination guides and a visa and entry checker for UK, EU and GCC passports
- A plain-English ATOL and ABTA page with two protection checkers

26
pages, plus a sitemap, robots.txt and llms.txt

9
holiday pages, each with a day-by-day itinerary

10
interactive tools: slider, month picker, finder, calendar, enquiry, guides, visa, protection, price-rise, currency

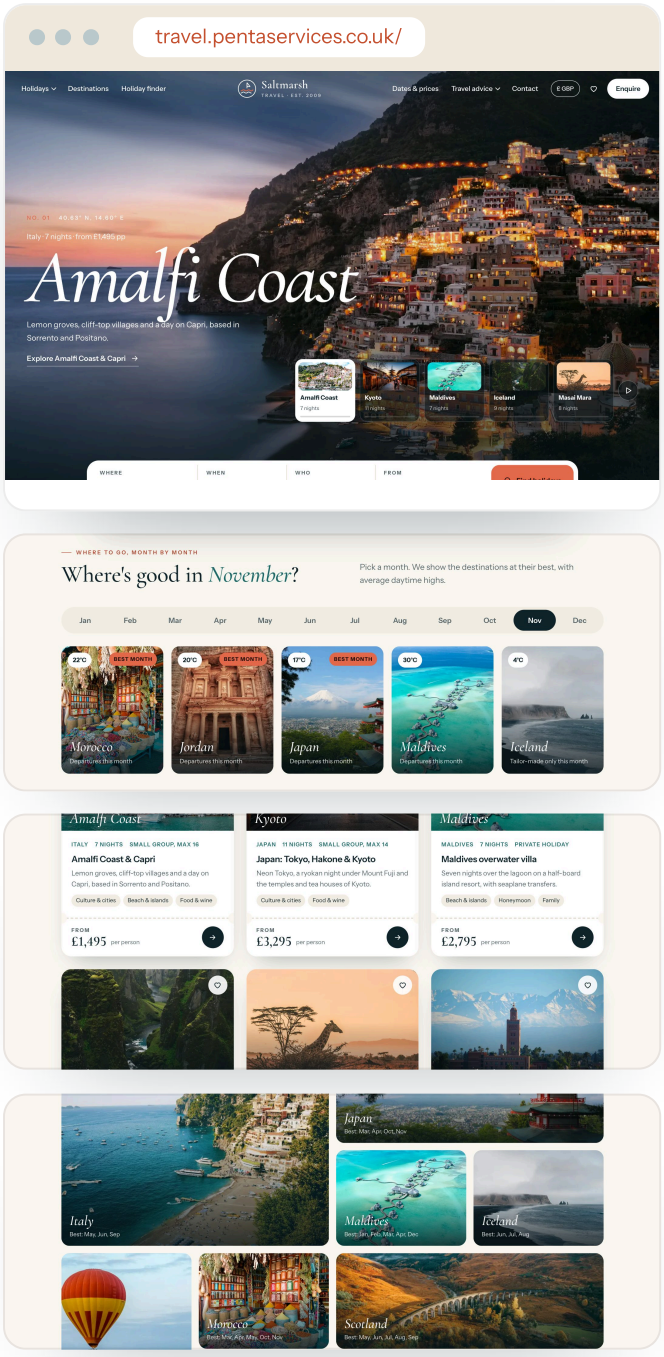
95
automated checks run on every tool before launch

Who it's for

Independent travel agencies · Small-group tour operators · Tailor-made and luxury travel specialists · Safari and adventure operators · Honeymoon and family holiday specialists · Agencies serving GCC travellers · Homeworking travel consultants · Destination management companies

The homepage, *section by section*

An immersive destination design: the whole screen is the destination, its name set huge in an elegant italic serif, with a search panel docked at the bottom. Below, warm sand and deep ink sections with boarding-pass cards.



1. **Full-screen destination slider**
   Five destinations cross-fade with slow Ken Burns motion: coordinates, nights and price, the destination name in giant type, one line of copy and a link to the trip.

2. **Thumbnail strip and docked search**
   Thumbnails of the five destinations drive the slider with a progress bar; the search panel (where, when, who, from) opens the holiday finder.

3. **Where's good this month**
   Twelve month buttons show the destinations at their best, with average temperatures and a 'Best month' tag.

4. **Boarding-pass holiday cards**
   Six signature journeys with photo, nights, group type, styles, a perforated price stub and a save heart.

5. **Four ways to start**
   Holiday finder, dates and prices, visa checker and enquiry as large numbered rows on deep ink.

6. **Destination mosaic and Gulf desk**
   Nine destinations in a photo mosaic with their best months, then UK and Gulf departure boards with an Arabic welcome.

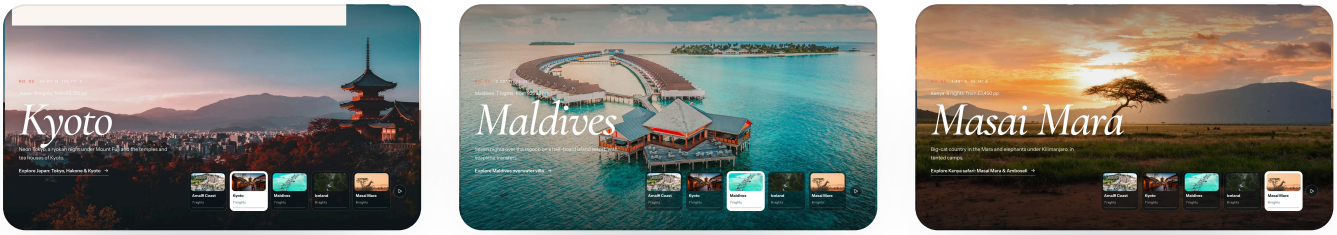
7. **Protection, postcards and specialists**
   ATOL and ABTA stamps, reviews styled as postcards, specialist profiles with arched photos, journal and a closing call to action.

WHY IT WORKS

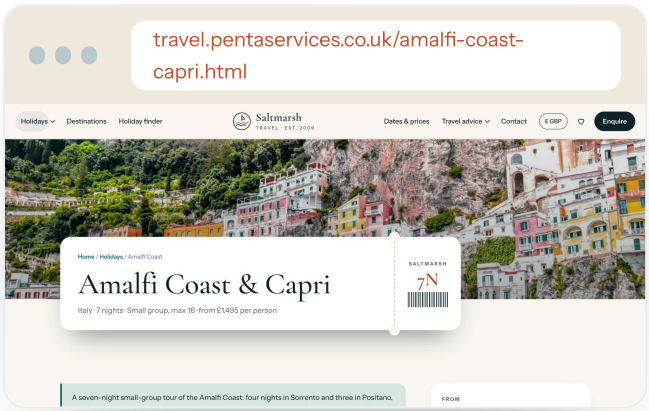
Travel is an emotional purchase. The full-screen destination sells the dream in one second, and the docked search turns that feeling into a concrete next step before the visitor scrolls.

Every destination *full screen*

The slider pauses on hover and focus, moves with arrow keys and swipes on a phone. Only the first image loads straight away; the rest load as needed, and reduced-motion settings are respected.



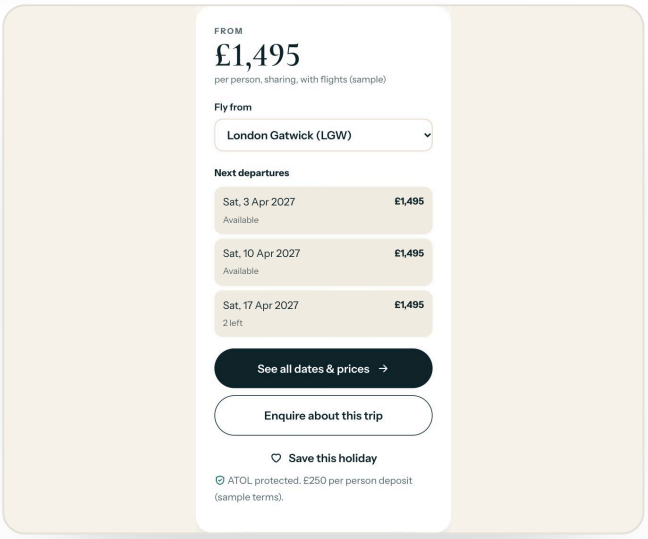
Kyoto, the Maldives and Masai Mara slides. Slide 1 (Amalfi Coast) is on the cover of this guide.



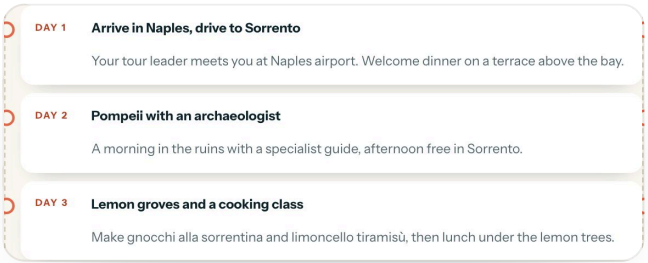
A page for every holiday: nine in the demo.

1 **Answer-first introduction**
Two sentences that say what the trip is, how long, what is included and who leads it, ready for Google and AI assistants.

2 **Highlights and day by day**
Ticked highlights, then the itinerary as a timeline of days that open one by one or all at once.



The booking card: price from the chosen airport and the next three departures.

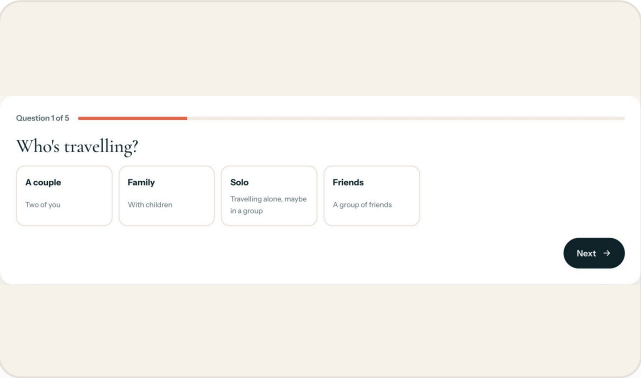


3 **Good to know**
Departure months on a bar chart, flight times from London and Dubai, time zone, currency and group size.

4 **Visa link and related trips**
A link to the visa checker with the destination already chosen, and three similar holidays.

Five questions, *the right trip*

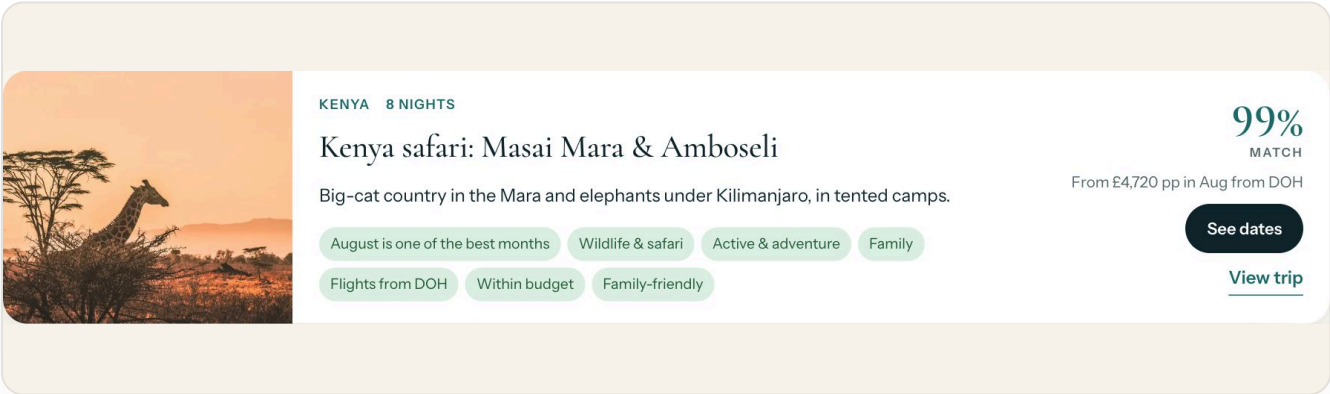
Who is travelling, when, what they enjoy, their budget per person and their airport. The finder scores every holiday and explains each match.



Question 1: who is travelling.



Question 3: up to three travel styles.



Results: match score, reasons, price for that month and airport, and buttons to dates or the trip.

1. **Honest reasons**
   Each result lists what fits (best month, style, flights from your airport, within budget) and what doesn't.

2. **UK and Gulf airports**
   Prices change with the airport; if a trip doesn't fly from yours, it shows the nearest one.

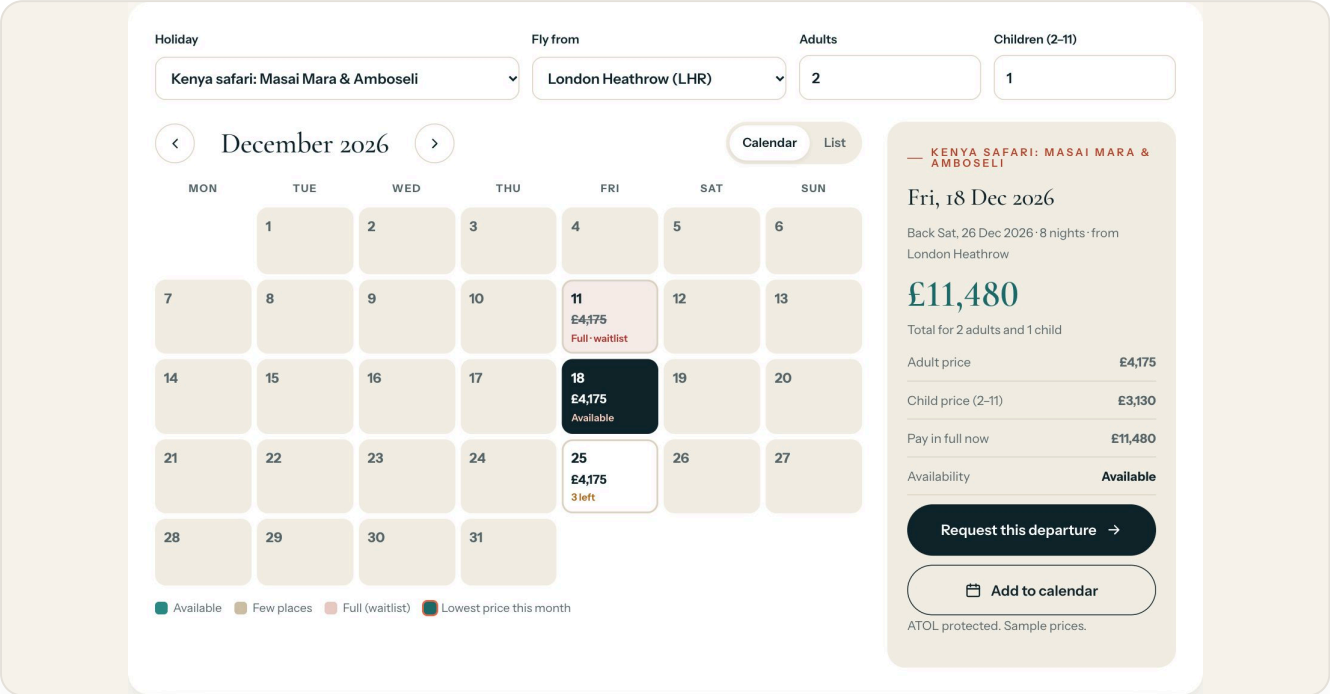
3. **From the homepage**
   The docked search sends month, destination, party and airport straight to the results.

WHY IT MATTERS

Most visitors don't know where they want to go yet. A finder that answers 'where should we go in August?' keeps them on your site instead of a search engine.

Every departure *on one calendar*

Choose a holiday, an airport and the party. Each departure shows its price and places left; pick one to see the total, the deposit and when the balance is due.



Calendar with prices and availability (available, few places, full with waitlist, lowest price of the month) and the chosen departure on the right.



DEPARTS	RETURNS	PER PERSON	AVAILABILITY	
Fri, 11 Dec 2026	Sat, 19 Dec 2026	£4,175	Full · waitlist	Choose
Fri, 18 Dec 2026	Sat, 26 Dec 2026	£4,175	Available	Choose
Fri, 25 Dec 2026	Sat, 2 Jan 2027	£4,175	3 left	Choose
Fri, 1 Jan 2027	Sat, 9 Jan 2027	£3,815	Available	Choose
Fri, 8 Jan 2027	Sat, 16 Jan 2027	£3,815	Full · waitlist	Choose
Fri, 15 Jan 2027	Sat, 23 Jan 2027	£3,815	Available	Choose
Fri, 22 Jan 2027	Sat, 30 Jan 2027	£3,815	Available	Choose
Fri, 29 Jan 2027	Sat, 6 Feb 2027	£3,815	Available	Choose
Fri, 5 Feb 2027	Sat, 13 Feb 2027	£3,815	3 left	Choose
Fri, 12 Feb 2027	Sat, 20 Feb 2027	£3,815	Available	Choose
Fri, 19 Feb 2027	Sat, 27 Feb 2027	£3,815	Available	Choose
Fri, 26 Feb 2027	Sat, 6 Mar 2027	£3,815	2 left	Choose
Fri, 5 Mar 2027	Sat, 13 Mar 2027	£3,450	Full · waitlist	Choose
Fri, 12 Mar 2027	Sat, 20 Mar 2027	£3,450	2 left	Choose

List view of the next departures.

1 Real payment plan
Adult and child prices, deposit per person and the balance date 10 weeks before departure (your own terms).

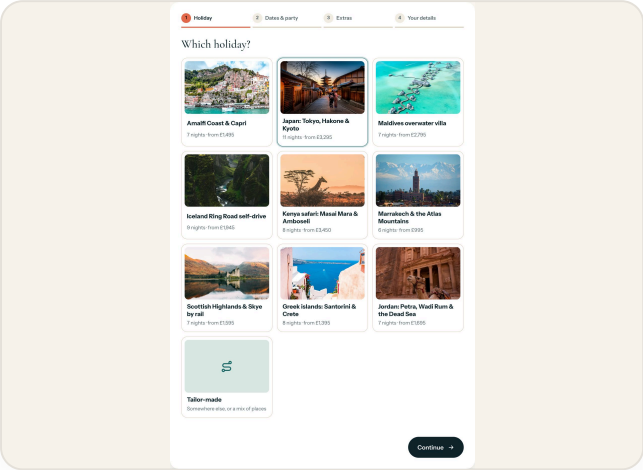
2 Pounds, dirhams or riyals
The currency switch in the header converts every price at a rate you set; customers still pay in your currency.

3 Request or waitlist
One button carries the holiday, date, airport and party into the enquiry form; full dates offer the waitlist.

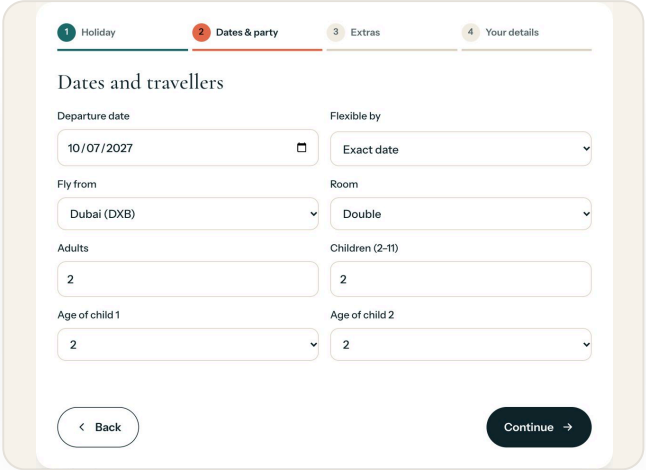
4 Calendar file
Travellers can add the departure to their own calendar.

Four steps to a *written quote*

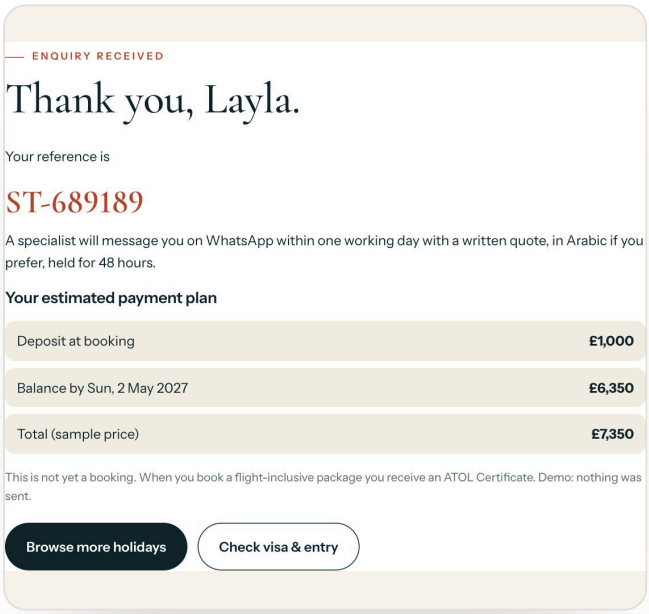
Holiday, dates and party, extras, contact details. The summary on the right updates as people type, with an estimated total.



Step 1: choose a holiday or tailor-made.



Step 2: dates, flexibility, airport, room, adults and children's ages.



Confirmation with reference, reply channel and payment plan.

1. **Prefilled from anywhere**
   Arrive from a holiday page or the calendar and the trip, date, airport and party are already filled in.

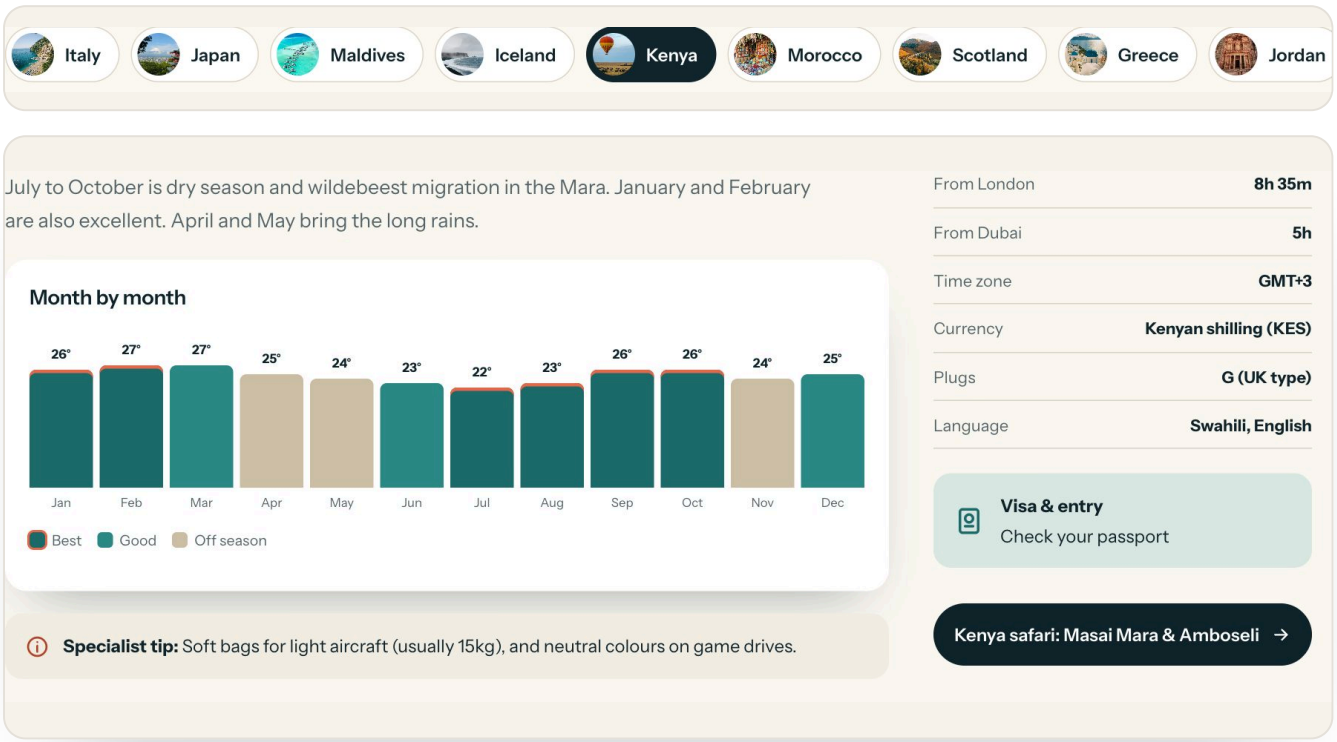
2. **Extras that matter**
   Insurance quote, lounge, extra nights, upgrades, halal-friendly dining, step-free access and special occasions.

3. **Reply their way**
   Email, phone or WhatsApp, in English or Arabic, from the UK or the Gulf.

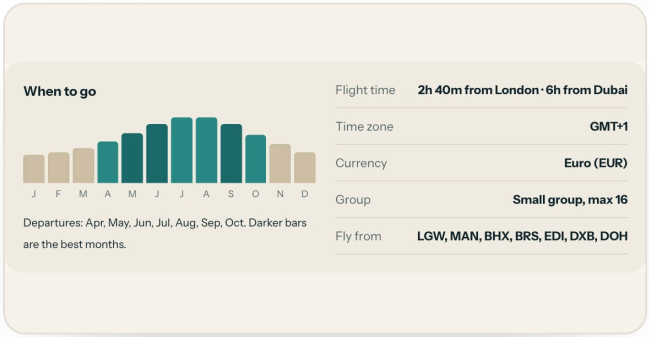
4. **Clear about protection**
   The confirmation explains that a booking with flights comes with an ATOL Certificate.

When to go, *at a glance*

One page with a guide for every destination: photo, a month-by-month temperature chart coloured by season, key facts and a specialist tip.



Kenya guide: the climate chart, facts from London and Dubai and the trips that go there.

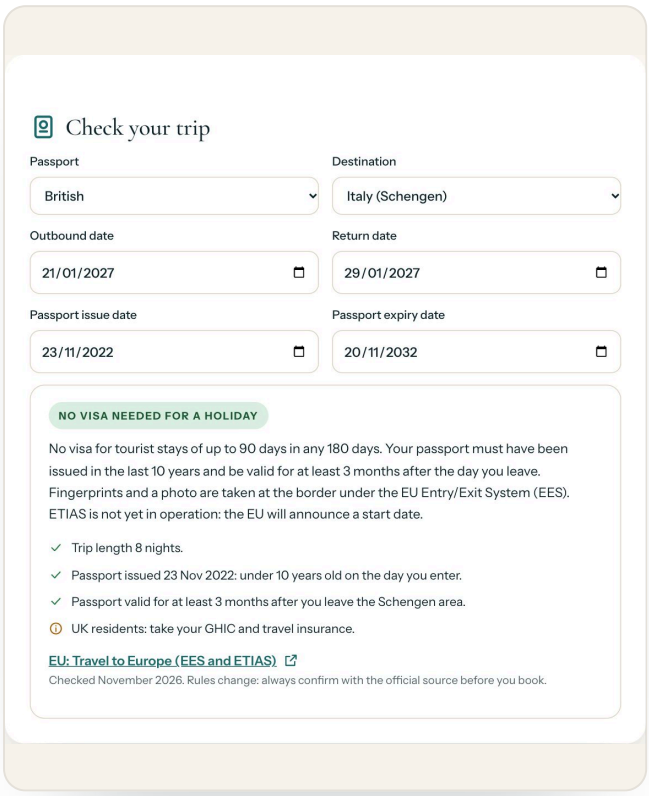


The same 'when to go' chart on every holiday page.

1. **Best months by colour**
   Best, good and off-season months, with average daytime highs.
2. **Practical facts**
   Flight time from London and Dubai, time zone, currency, plugs and language.
3. **Linked to booking**
   Each guide links to the visa checker and the holidays to that destination.

The paperwork, *made clear*

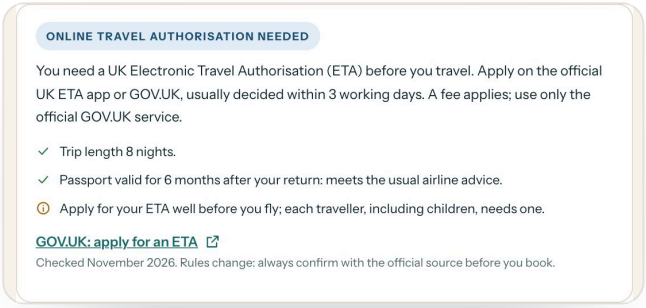
Passport, destination and dates in; the entry requirement, passport checks and the official source out. Built for British, EU, US and all six GCC passports.



British passport to Italy: no visa, EES at the border, the 10-year and 3-month passport rules checked against the dates.



Saudi passport to Italy: Schengen visa needed.



UAE passport to the UK: an ETA before travel.

1. **Passport validity checks**
   The Schengen 10-year issue and 3-month validity rules, the 90-in-180-day limit and 6-month advice elsewhere.

2. **Official sources only**
   Every answer links to the official site: GOV.UK, the EU, Japan's foreign ministry, Kenya's eTA, Maldives IMUGA, Jordan Pass.

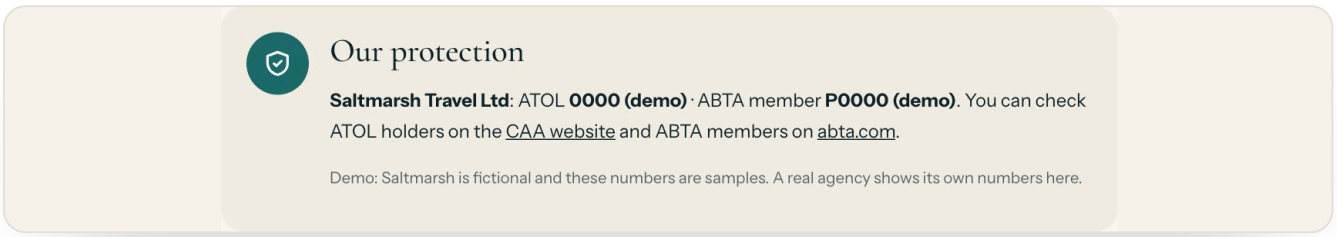
3. **Kept honest**
   Where rules vary or are changing, the checker says 'check before you book' instead of guessing.

WHY IT MATTERS

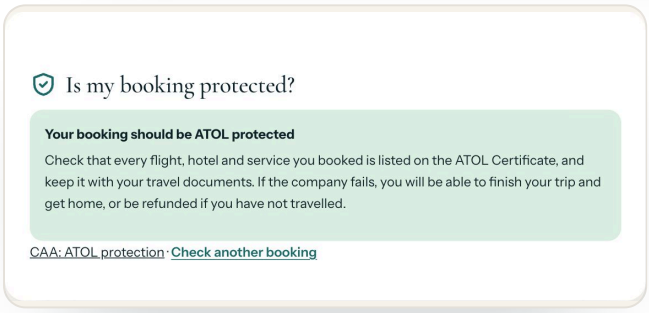
Entry rules are the most common reason trips go wrong at the airport. Helping travellers get them right builds trust before they book.

Their money is safe, *and they know it*

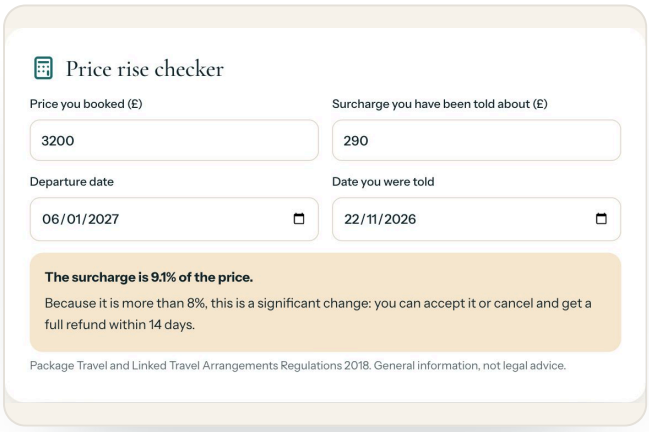
A plain-English page about ATOL, ABTA and package holiday rights, with your numbers and two quick checkers.



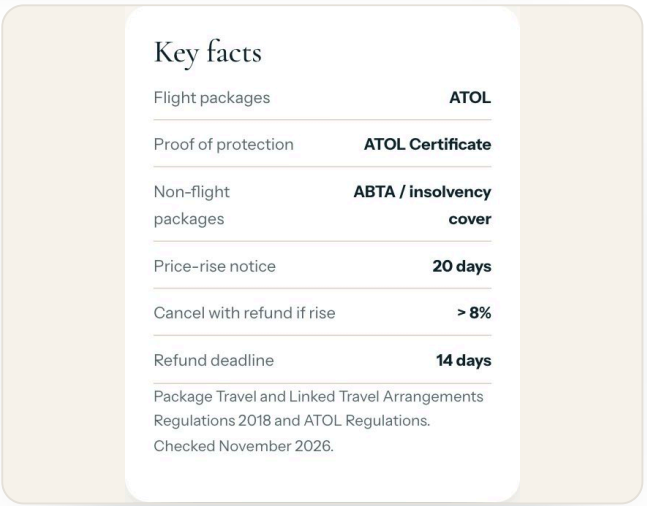
Your ATOL and ABTA details with links to check them.



'Is my booking protected?' gives an answer in two or three taps.



Price-rise checker: the 8% rule and the 20-day notice.



Key facts at a glance.

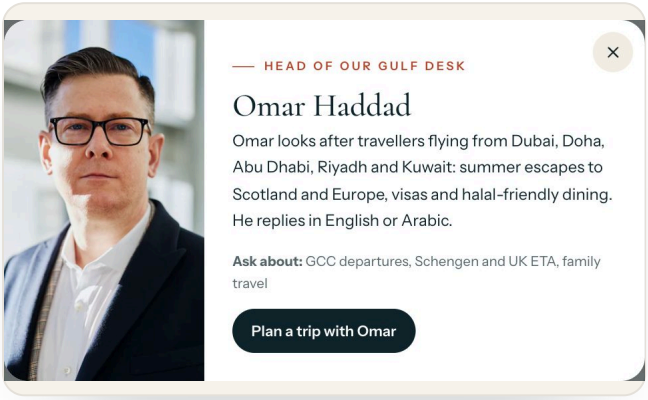
1. **Package rights explained**
   Responsibility for every service, transfer, price rises, cancellation for unavoidable circumstances and 14-day refunds.
2. **The ATOL statement**
   The standard ATOL wording in the footer of every page.
3. **Section 75**
   When paying by credit card adds protection.

COMPLIANT BY DESIGN

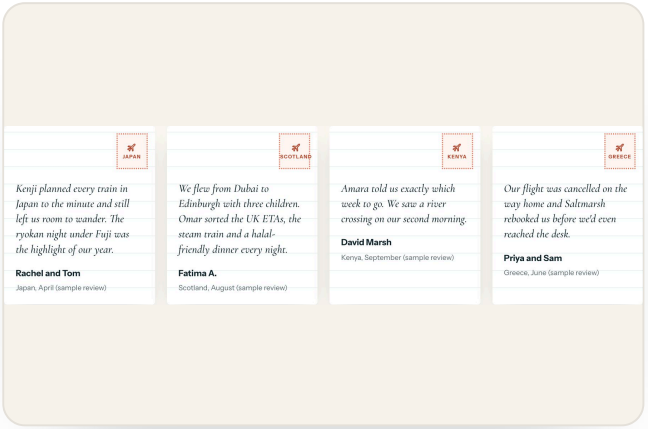
Protection claims, prices and departures are clearly labelled. Your ATOL and ABTA numbers, booking terms and complaints process are shown where customers expect them.

People who have *been there*

Travel is bought from people. The about page tells your story, introduces each specialist and shows reviews as postcards.

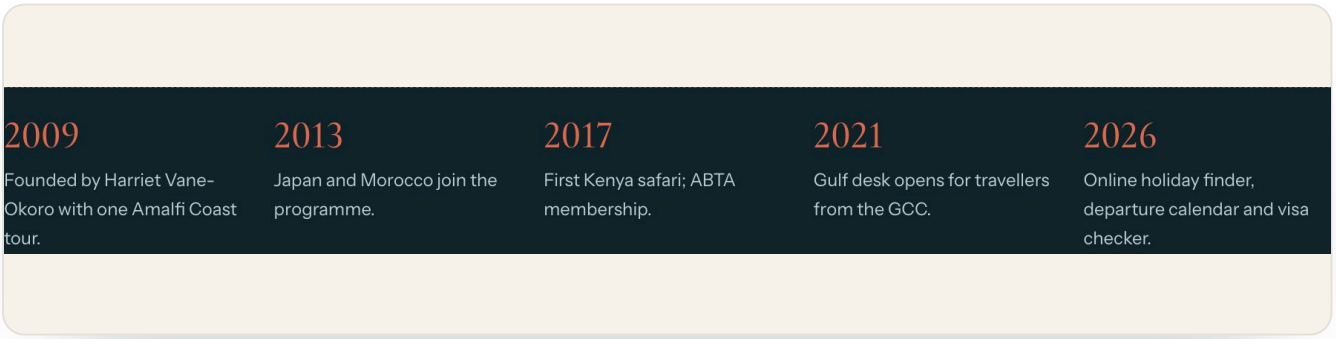


Specialist profile: bio and what to ask about.



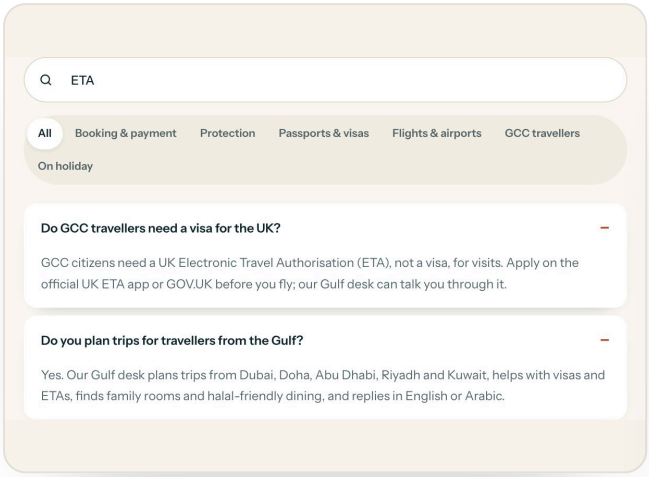
Reviews as postcards with a destination stamp.

1. **Specialists**
   Arched portraits, role and expertise; tap for a short bio and a link to plan a trip with them.
2. **Values**
   What you promise, in four short blocks.
3. **Reviews**
   Postcards with the traveller, trip and month. We connect your real reviews.
4. **Story**
   Milestones on a dark band.



The agency's story as a timeline.

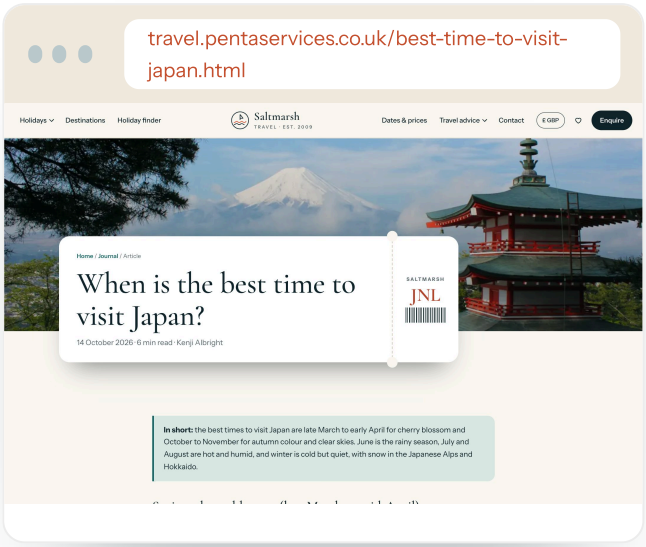
Answers, guides *and a quick reply*



FAQ with search and topics.

1 **FAQ**

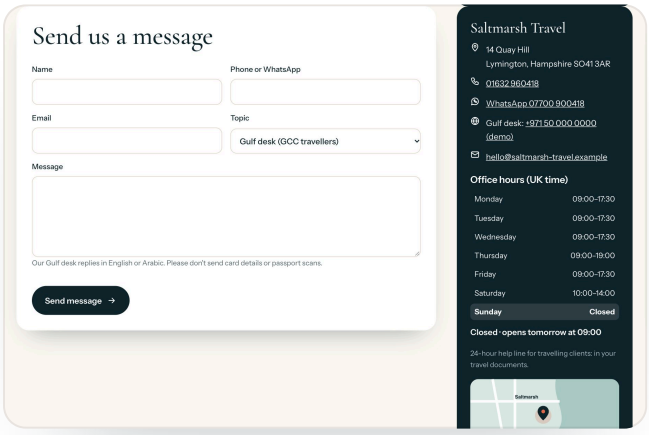
Booking and payment, protection, passports and visas, flights, GCC travellers and help on holiday, with search and FAQPage markup.



Journal article: when to visit Japan.

2 **Journal**

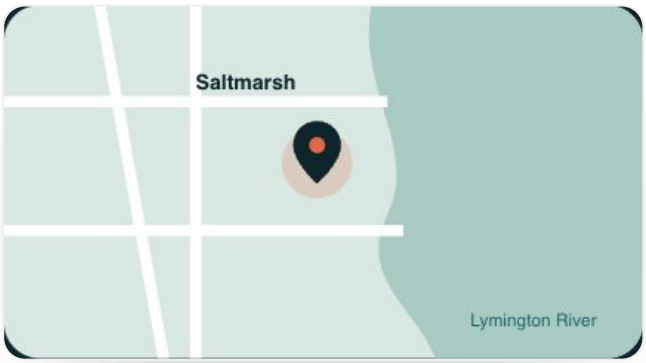
Answer-first articles that bring in search traffic: best time to visit, ATOL explained, summer escapes from the Gulf.



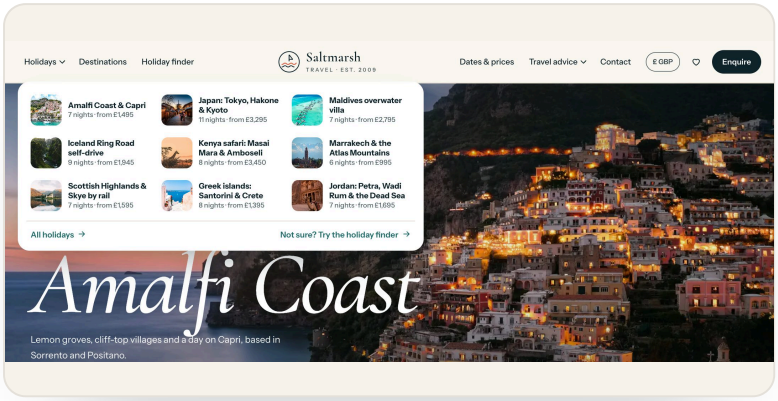
Contact form with topics, the Gulf desk and office hours.

3 **Contact**

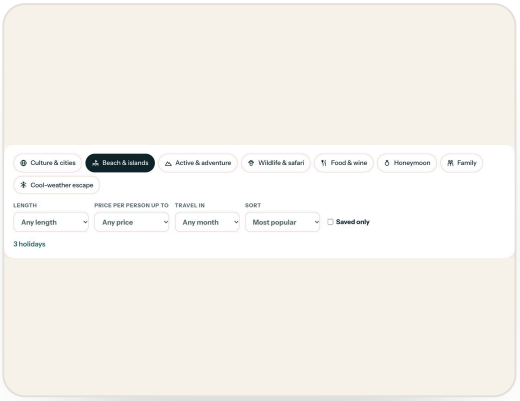
A form with topics such as Gulf desk, visas and group tours, live open or closed status in UK time, WhatsApp and a map.



Small touches, *big difference*



Holidays menu with photos and prices.



Holiday filters with prices in dirhams.

Currency switch

Pounds, UAE dirhams or Saudi riyals, remembered on every page.

Save holidays

A heart on every trip and a saved list in the header.

Holiday filters

Style, length, budget, month and saved, with sorting.

Live open status

Open or closed now, in UK time, in the footer and on the contact page.

Mobile action bar

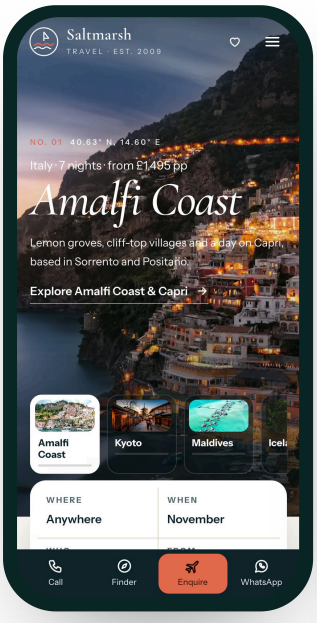
Call, Finder, Enquire and WhatsApp always one tap away.

Accessible

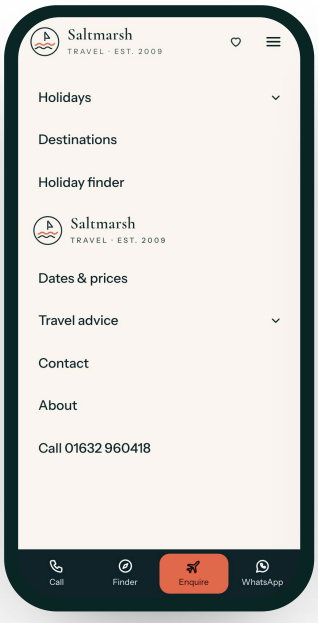
Keyboard-friendly slider and tabs, focus states, reduced motion and readable contrast.

Planned on the sofa, *booked on the phone*

Most travel browsing happens on a phone. The slider swipes, the search panel sits right under it, the calendar fits the screen and a bar at the bottom keeps Call, Finder, Enquire and WhatsApp one tap away.



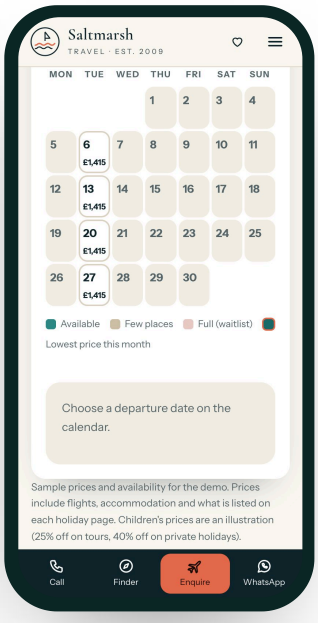
Homepage



Menu



Finder results



Departure calendar

FROM THE UK OR THE GULF

Fly from *London* or *Dubai*

Every trip can start from six UK airports or five in the Gulf. Our Gulf desk plans summer escapes, family rooms, halal-friendly dining and visas, and replies in English or Arabic.

أهلاً وسهلاً — نخطط رحلاتكم من دبي والدوحة وأبوظبي والرياض والكويت.

Summer in Scotland →

Cool escapes guide →

DEPARTURES · UK

LHR London Heathrow	LGW London Gatwick
MAN Manchester	BHX Birmingham
BRS Bristol	EDI Edinburgh

DEPARTURES · GULF

DXB Dubai	DOH Doha
AUH Abu Dhabi	RUH Riyadh
KWI Kuwait City	

Your brand, found on *Google and AI assistants*

The demo uses an immersive destination layout in warm sand, deep ink, lagoon teal and sunset coral, with Cormorant Garamond headings and Instrument Sans text. We replace them with your logo, colours, fonts, photos and copy.

Search engines (SEO)

- A unique title and description on every page
- TravelAgency structured data with hours, rating and offer catalogue, plus TouristTrip with itinerary, TouristDestination, FAQPage, Article and Breadcrumb
- A page for every holiday and a guide for every destination
- Google Business Profile, sitemap, clean addresses and fast loading

AI assistants (GEO)

- Answer-first summaries on holiday, guide and advice pages
- Facts AI tools can quote: best months, flight times, entry rules, ATOL protection
- Consistent agency name, address, phone and hours everywhere
- AI crawlers allowed, with an llms.txt summary of your holidays and tools

Searches the site is built around

travel agency [city] · small group tours [destination] · best time to visit [destination] · [destination] holiday packages from [airport] · safari holidays from the UK · summer holidays from Dubai · do I need a visa for [country] · ATOL protected holidays

COMPLIANT BY DESIGN

Prices are labelled per person with what is included, protection is explained without over-promising, and entry information always points to official sources.

15 · ALL INCLUDED

Domain, hosting and email: *we take care of it all*

The website arrives complete and ready to use. You never have to deal with anything technical.

Domain INCLUDED

A free .com, .net or .org domain with yearly billing, or we connect yours.

Fast, secure hosting INCLUDED

Reliable servers, SSL certificate (https) and regular backups.

Business email INCLUDED

Mailboxes on your own domain (e.g. hello@youragency.co.uk).

Updates and support

We keep the site updated and secure and make your changes.

Google Business Profile

Your Google Maps listing set up and linked to the website.

Privacy and cookies

Privacy notice and cookie consent for your country.

Ready Site price

Setup

£0 · US$0

Delivered faster than a custom build

Monthly

£24 · US$29

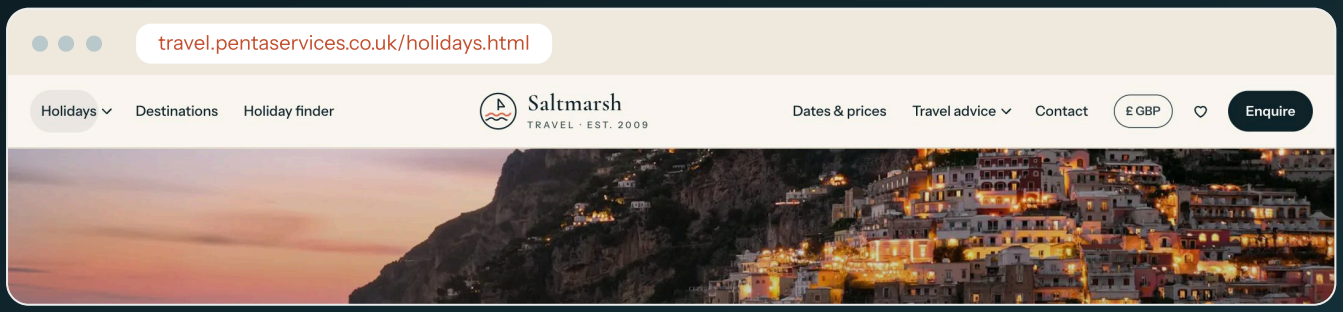
Hosting, SSL and business email included

Pay yearly

2 months free

10 × the monthly fee, plus a free domain

Ready Site prices for the Business Website package, November 2026. Prices in EUR, AED, PKR and other currencies on pentaservices.co.uk. 12-month minimum term from go-live. Online payments and booking-system or tour-operator software integrations are quoted separately.



What we need from you, *what we do*

What we need from you

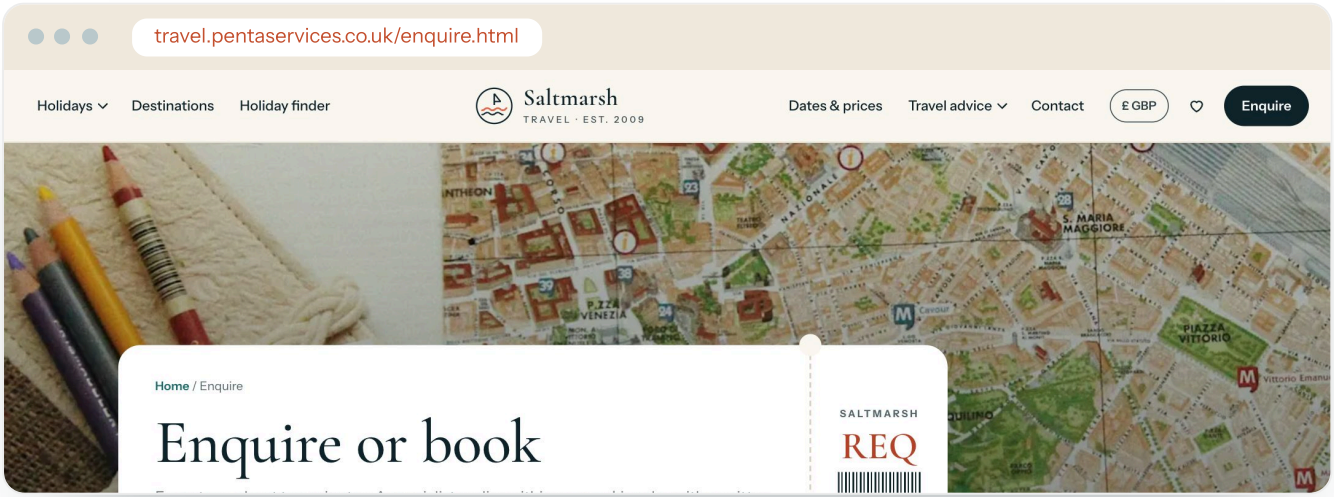
- Logo, colours and your best destination photos
- Your holidays: itineraries, prices, departures and what is included
- ATOL and ABTA numbers, booking terms and deposit rules
- Departure airports, specialists and their profiles
- Reviews, office hours and contact channels (including WhatsApp)

What we do

- Adapt the design, slider and tools to your brand and holidays
- Load your trips, departures, destination guides and FAQs
- Set up search, structured data, Google Business Profile and analytics
- Connect forms to your email, CRM or booking system
- Test every tool on phone and desktop, then go live on your domain

YOUR DATA, YOUR RULES

Departures and prices can come from a simple spreadsheet we update for you, or from your booking system. Visa and protection pages are reviewed with you before launch.



NEXT STEPS

Ready for a website that *fills your departures?*

1. **See the demo**
   Open the demo on your phone and computer. Try the holiday finder, the departure calendar, the enquiry and the visa checker.

2. **Talk to us**
   Message us on WhatsApp or email: we show you the site and answer every question, with no obligation.

3. **Send us your details**
   Logo, holidays and departures, ATOL and ABTA details, specialists, reviews and photos.

4. **Approve and go live**
   You get a private preview link, approve it, and the site goes live on your domain.

Contact Penta Services

info@pentaservices.co.uk

WhatsApp / phone: **+44 7735 544911**

pentaservices.co.uk · Live demo: travel.pentaservices.co.uk

Penta Services: websites, apps, SEO and GEO, hosting. 15+ years across 50+ business sectors. Offices in London, Italy and Pakistan.

One website. The right trip found, the date chosen, the paperwork clear and a traveller who books with you again.