



INSIDE

PAGE 10

INTRODUCING
A NEW TYPE OF
ALL-INCLUSIVE

PAGE 18

TRAVEL PROS
YOU SHOULD
FOLLOW ON
FACEBOOK

PAGE 20

A LOOK
AT WHAT'S
EXPECTED
IN TRAVEL
FOR 2017

SALES EDUCATION FOR THE FRONTLINE CANADIAN TRAVEL PROFESSIONAL

DECEMBER 2016

THIS ISSUE

TO NICHE OR NOT TO NICHE?

THAT IS THE QUESTION. Page 6





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Travel Agent Edition

CANADIANTRAVELLER.NET

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Contents

December 2016 Volume 31, Issue 12

Here it is folks, our last issue of *CT* for 2016. It's been an interesting year for the travel industry, and an especially great year for this magazine. A personal milestone was a recent interview I did with the incomparable Col. Chris Hadfield. You will be able to read our conversation in the spring issue of *Canadian Traveller*, but I thought I'd wrap-up this year by passing on a few words of wisdom from this Canadian icon.

"Perhaps to me the most important thing is: most of the bad decision-making that happens in the world is made by people who haven't travelled; who think the whole world is like their square of asphalt or dirt or sand or whatever. The necessity to temper your understanding of the world through experience and through actual travel — to allow the solutions and history and reality of others give you a perspective that allows you to make better decisions beyond your particular circle of direct experience — is so important... Astronauts get to see the world through such a different point of view and I think it's a perspective everyone could benefit from... I think the more people who could see the world 16 times a day, the better off we would all be because then maybe you'd feel a sense of responsibility for the whole thing and not just your little piece."

Wishing you continued health and prosperity,

Terrilyn Kunopaski

terrilynk@mypassionmedia.com

REGULARS

4 INDUSTRY INSIDER

News, incentives & insight

6 CAREER DEVELOPMENT

To niche or not to niche?

16 AIRLINE SPOTLIGHT

Air France

18 TECHNOLOGY

Travel pros you should follow on Facebook

20 INFOGRAPHIC

What's expected for 2017?

22 MANIFEST WITH MARION

On relationships & self-worth

PRODUCT EDUCATION

8 COLLETTE

How to sell South America

14 AIR CALIN

Why New Caledonia?

COLLABORATIVE FEATURE

10 UNICO

Introducing a new kind of all-inclusive





INDUSTRY INSIDER



TOUR OPERATORS

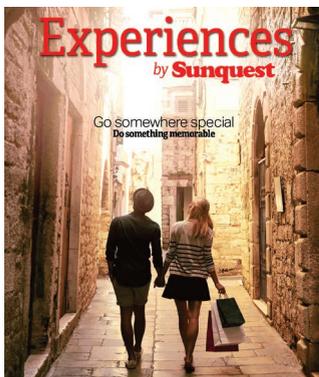
G ADVENTURES LAUNCHES LIMITED EDITION PROGRAM

A Halloween party at Bran Castle in Romania, celebrating Haitian Carnival in Jacmel, jamming at Reggae Sumfest in Jamaica, indulging at Pizzafest in Italy and running in the Serengeti half-marathon are all new, once-in-a-lifetime experiences now available with the launch of G Adventures' Limited Edition program. This collection of 32 newly-created trips in more than 20 countries is designed to get travellers more immersed in a country by delivering experiences that are completely unique to a place and its people. Visit www.gadventures.com for more information.

TOUR OPERATORS

TRAVELBRANDS INTRODUCES EXPERIENCES BY SUNQUEST

Responding to market demand for experiential product, TravelBrands has launched *Experiences by Sunquest*. Featuring eight collections comprising 109 air-inclusive package vacations, these new options span the globe, covering Sunquest's traditional 'sun' destinations in addition to new destinations in the U.S., South America, Canada and Europe. All Experiences by Sunquest packages include flights, hotel accommodations and transportation between the airport and hotel. To find out more, contact your TravelBrands business development manager.



TOUR OPERATORS

TEMPT TRAVELLERS WITH TRAFALGAR

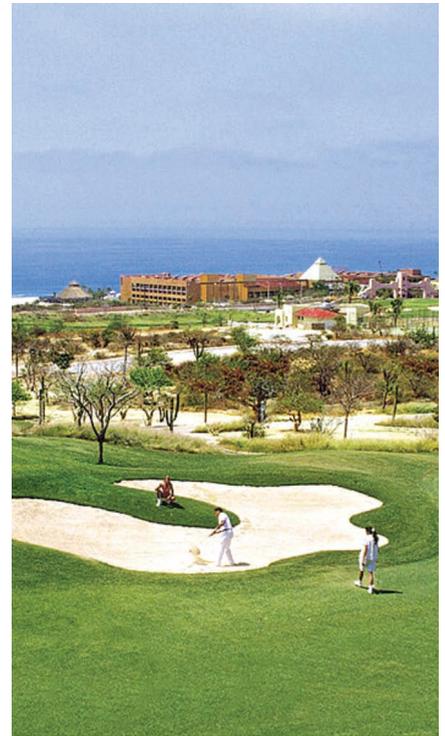
For the seventh consecutive year, Trafalgar is hosting its *Love to Talk Travel* events. Travel agents are being encouraged to invite their clients along, as Trafalgar executives take guests on an interactive journey with the tour operator's worldwide guided vacations. Clients who attend will automatically be entered to win a \$2,000 travel voucher and \$2,000 flight voucher valid on any guided vacation with Trafalgar. After successful sessions in November, the events are ongoing throughout December and January. Visit lovetotalktravel.com for more information.



TOUR OPERATORS

TRANSAT OFFERS GUIDED OPTIONS

With the release of Transat's 2017 Europe program is a dedicated Guided Tours brochure, offering some 40 options that allow clients to immerse themselves in their destinations of choice. With the expertise of knowledgeable guides, itineraries include strategically located hotels, a wide variety of inclusions (such as certain meals) and air-conditioned coaches. Air Transat's 2017 transatlantic flight program features 27 European destinations. See more at airtransat.com.



HOTELS

LOOK OUT FOR PARADISUS LOS CABOS

Meliá Hotels International has transformed Meliá Cabo Real into Paradisus Los Cabos, which is part of a USD\$35 million renovation to convert and upgrade the existing property. Set to open Dec. 23, 2016, this property will be the ninth Paradisus resort in its portfolio and the fourth in Mexico, and will feature 28 unique ocean view swim-up suites, more than 90 Royal Service guest rooms, plus other high-end amenities.

HOTELS

UNIVERSAL ORLANDO MAKES PLANS FOR ANOTHER NEW HOTEL

A sixth hotel is being added to Universal Orlando Resort, scheduled to open in the summer of 2018. Universal's Aventura Hotel will be designed with the connected and value-savvy traveller in mind. The 16-story glass tower will consist of 600 guest rooms, including 13 kids' suites. It will bring the total number of on-site hotel rooms at Universal Orlando Resort to 6,200 when combined with the 400-room expansion of Universal's Cabana Bay Beach Resort opening in 2017. Reservations will be accepted early next year; information on packages and pricing will be announced at a later date.



AIRLINES

ICELANDAIR BRINGS BACK ITS BUDDIES

Do you want to add a twist to your clients' next trip to Iceland? Until March 31, 2017, Icelandair is bringing back its Celebration Stopover Buddy service. This means that on transatlantic stopovers, all passengers can request a free Buddy and are matched according to their celebration request, however big or small. Buddies will be on-hand to act as a host in Iceland and offer their personalized local expertise. For example, the Buddies can help your client celebrate like a local at traditional festivities that brighten the winter months such as the arrival of the Icelandic Yule Lads, the Winter Lights festival in Reykjavik and Annual Beer Day. To find out more, visit www.icelandair.ca/Stopover-Buddy.





CAREER DEVELOPMENT

By Meagan Drilling

HOW finding your NICHE can benefit your BUSINESS

TO NICHE OR NOT TO NICHE? That has been the question in the travel agent community for the better part of a decade, ever since markets like cruises, group tours, adventure, and luxury started carving out their own places within the broader umbrella of travel. When the global financial crisis struck in 2009 and travellers began to cut back on vacationing, those agencies with sweeping business models clung for clients, while those with specific specializations managed to stay afloat. There are arguments both for and against the niche business model, but as we move deeper into a world where we value expertise and quality of experience, niche travel agents are already ahead of the curve.

HERE'S WHY:

YOU WILL BE MORE APPEALING TO CONSUMERS.

Let's put it this way: Would you rather study French cooking with Julia Child, or from a line cook at an international buffet? The answer is très simple.

It is possible to have a cursory, overview knowledge of a lot of things, as we are complex people with varied interests. You can love wine, Italy, Mexico, and Disney. But it is impossible to be an expert in everything. Having a specialization in one particular area will make you a bonafide expert. You will know the ins & outs, the insider secrets, the little restaurant on the cobblestone alleyway that is only frequented by locals. You will transfer that knowledge to your clients who feel as if they have been let in on a secret that the majority of other travellers do not know. And they will love you for it.

"We're living in an age where travellers have access to more information than ever before, but don't necessarily have the knowledge and perspective to put all the pieces together and get the most value out of each dollar they are spending. Nor do they actually have all the information that a professional does," says Mike

Foster, vice-president of Nexion Canada. "A travel agent with specific knowledge and expertise can turn a common trip into a customized, personal travel experience designed around the client. Being a true expert in a certain travel niche can help a travel agent make targeted recommendations that really fit the needs of the customer. And it's a great way to grow their business – travellers want to know they are in expert hands."

"We find that many of our agents provide a niche market and focus on that area. Some will choose Disney and invest in the time to learn the product in detail and put together a service package that includes dining, park, and event schedules," says Deanna Byrne, president of The Destination Experts in Nova Scotia. "Other agents focus on destination specialties and become familiar with that destination, including sights, restaurants, and events. Most times they have personal experience with that destination. We find from experience that clients appreciate the attention to detail and service provided by travel professionals that do focus on niche sales and service."

YOU WILL BETTER MARKET YOUR BUSINESS.

Once you have become an expert in something, the marketing follows suit; you no longer have to try to focus on appeasing everyone; you can centre your efforts on a specific client. In addition, you maximize your time and efficiency because committing to a niche allows you to focus your energy. You know where to spend your time training, what conferences are right for you, and what accreditations you need to seek.

YOU WILL BUILD A LOYAL CLIENT BASE.

It might be difficult at first to pull in volumes of customers. Not everything appeals to everyone. But once you do find your clients, they will trust you beyond measure and will stick with you. Beyond that, they will tell their friends.

“Some of my clients have been with me for 20 years. They’ve caught the travel bug, and seek me out to see where their next exotic adventure should be,” says travel agent Gillian Scott. “My clients like knowing they can trust their trip of a lifetime to someone who truly knows the area.”



YOU WILL BE AHEAD OF THE CURVE.

Getting the word out that you are an expert within the community will make you more appealing to suppliers. They will want to partner with an agent who knows the destination and has a passion for it. They will want to come to you first with news and special offers.

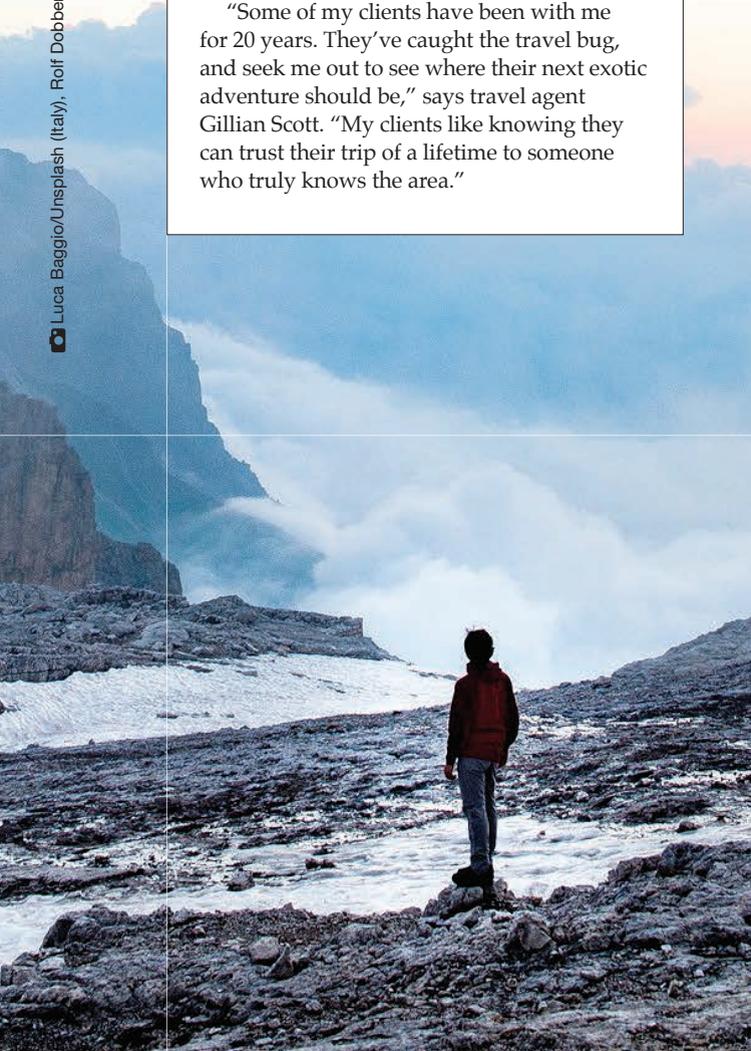
“I get to know where the next ‘hot spots’ are in my corner of the world. I’m seeing a lot of interest in Southeast Asia, especially Vietnam and Cambodia, and safaris in southern Africa continue to be a big draw for people at various price points,” Scott says.



YOU WILL LOVE WHAT YOU DO.

Why spend your time learning about and selling things that don’t move you? Why not take every day as an excuse to learn more about something that you love, and help others see and love it the way you do? Specializing in a niche allows you to turn your job into a career, and one that you’re proud to be a part of.

“When choosing a niche, travel agents need to consider internal and external factors,” Foster says. “The very first question they should ask themselves is if they will enjoy selling that particular type of travel, and can they add value. A passion for their niche will make their clients excited and eager to travel, and by adding value, they become indispensable.”





PRODUCT EDUCATION

By CT Staff

Collette's guide to selling South & Central America



IT'S HARD TO DENY THE APPEAL OF SOUTH AND CENTRAL America; the Amazon Jungle and the Galapagos Islands are just a sampling of the natural beauty in the region, not to mention other bucket list sights such as Machu Picchu.

But because of its diversity, this corner of the globe can be a very complex one for travel advisors to sell, especially considering its mass appeal to various audiences.

Catering to this broad range of travellers, Collette continues to expand, refine and differentiate its product offering. To guide travel advisors to better sales success within the region, *CT Magazine* spoke with Ryan Mikucki, the tour operator's director of sales – Canada, for his expert insight, as follows:

What sets Collette's South and Central America program apart from others in the market?

What sets our South and Central America product apart is the diversity and uniqueness of the product and how many inclusions there are on our tours. We also provide Choice on Tour, which features different paths a traveller can take and on select days of the tour, they can choose from the included possibilities that best suit their interests. Another thing to note is that quite a few of our tours fall into our "Explorations" line, which is small group touring of about 12 to 24 passengers. Tours such as the *Galapagos and Machu Picchu*, *Antarctica & Chile's Patagonia* and *Costa Rica: A World of Nature* are all small groups. In 2016, we are the only operator with a "small group" tour to Costa Rica when compared to our major competitors. In fact, Costa Rica is one of our best-selling destinations and it is a great option for travel agents to promote to clients looking for an all-inclusive sun holiday but doing it fully-guided instead – in my opinion, this destination has a lot to offer.

What are your top tips for travel advisors to leverage when it comes to selling Collette's South & Central America product?

1. Collette's pricing is locked in at \$1.20 CAD until the end of April 2017 departures.
2. All of our accommodations are four- to five-star.
3. We provide travellers with 'Choice on Tour' and the opportunity for pre- and post-tour extensions to help personalize their trip.
4. There are great culinary inclusions on our tours, with included meals and experiences in local restaurants.
5. There is a cruise experience combined with the land tour in the Galapagos and Antarctica products.

NEW THIS YEAR IS A 20-day *Antarctica & Chile's Patagonia* tour, which is part of Collette's Explorations (small group) product line. The tour features Santiago, Patagonia, Torres del Paine National Park, Chilean Fjords and includes a 13-night cruise aboard MS *Midnatsol*.

Describe the client for Collette's South and Central America product. What questions should travel advisors ask to qualify their client for these itineraries?

South and Central America is a big region with many cities and countries to explore. There is adventure, wine (Argentina and Chile), nature (Amazon, Galapagos), history, and some of the wonders of the world (Christ the Redeemer, Machu Picchu and Iguazu Falls), so it has wide appeal for various types of travellers. To qualify clients, advisors should definitely ask what they are looking to get out of their trip. For example, an outdoor focus? Do you want cultural immersion, history and nature? Is there an attraction or bucket list experience?



you are looking to see or do (i.e. Machu Picchu or the Galapagos)? What type of culinary experiences do you want (local, home-hosted, cooking demonstrations and/or wineries)?

What misconceptions might exist among the travel trade about Collette's touring programs, and what is the reality?

Not many people understand that we cover the entire world. We travel to all seven continents and have a variety of product lines to choose from: Collette Classic tours, Explorations (small group), Spotlights (city stays), river cruises and faith-based travel. Historically, many people thought we only did North America and/or Australia & New Zealand, but the reality is we have been around a very long time (since 1918) and provide memorable travel experiences across the globe.

How can travel advisors

- a) **upsell Collette product and**
- b) **earn more money by selling Collette product?**

Travel advisors earn more by providing more flexibility to their clients such as air upgrades, optional tours, pre- and post-nights and optional on-tour excursions. We

FOR AGENTS:

Take advantage of these Collette offerings to grow your business:

▶ **BOOK YOUR OWN BONUS AGENT INCENTIVE:**

Earn bonus commission on bookings made. Visit gocollette.com/agentincentive for more information.

▶ **COLLETTE E-LEARNING SPECIALIST PROGRAM:**

Receive travel credits and discounts by participating.

▶ **AGENT FAM OPPORTUNITIES** (priority seating on

FAMs is given to those who complete the e-learning specialist program).

▶ **WEBINARS AND AGENT TRAININGS** conducted by

BDMs, found by signing-in at gateway.gocollette.com.

also provide more peace of mind with our no-worry travel protection plan, which allows clients to cancel for any reason right up to the day prior to departure (and advisors won't lose their commission). Finally, when advisors book their clients with air, we provide our private door-to-door Sedan service (if they reside within 100 kilometers of the airport) that takes them to and from the airport, for added value and customer care. ✱



soar
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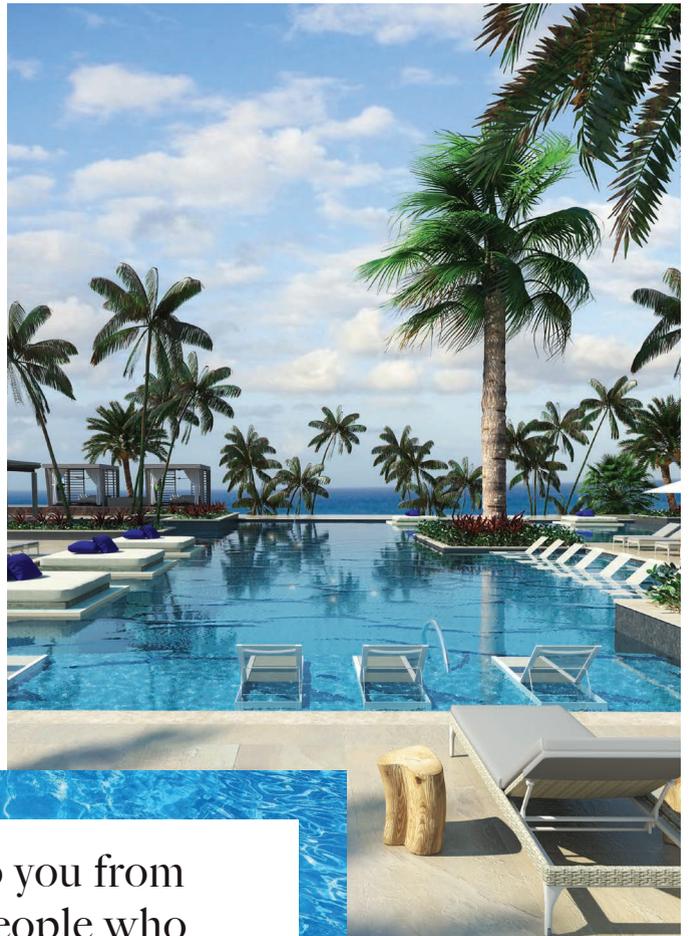
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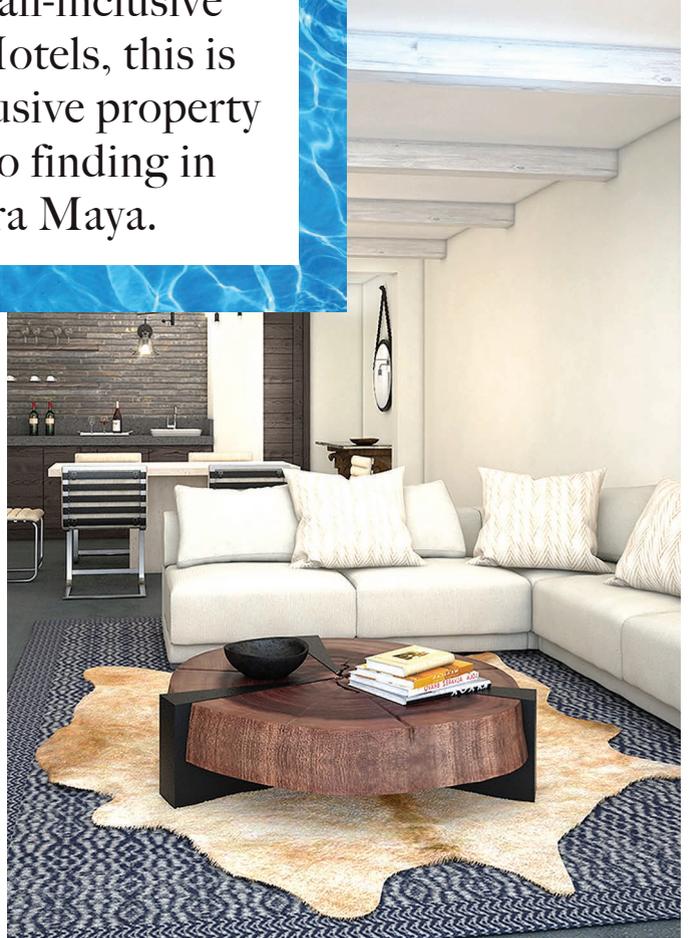
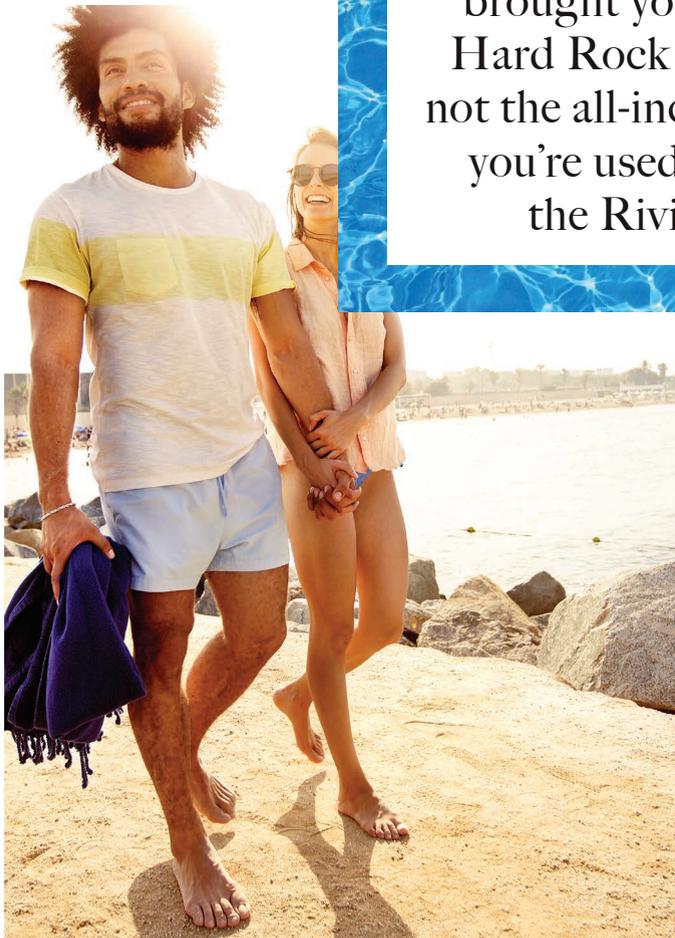
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Brought to you from the same people who brought you all-inclusive Hard Rock Hotels, this is not the all-inclusive property you're used to finding in the Riviera Maya.





COLLABORATIVE FEATURE

By Terrilyn Kunopaski

TOP-SELLING TIPS FOR UNICO 20°87°

1. This isn't a cookie-cutter all-inclusive. Everything from the design, the mixology program, the culinary offering and the artisanal touches, to the programming and entertainment has been carefully curated.
2. UNICO 20°87° is an adults-only hotel and perfect for travellers who are looking for a more sophisticated or kids-free vacation.
3. Departing from the traditional all-inclusive, UNICO 20°87° will encompass all food and beverages, select spa treatments and off-property excursions, unlimited golf and more.
4. Guests will be immersed in the local culture through both culturally-inspired on-property activities, and off-property experiences.
5. Each guest room will boast spectacular ocean-views, plunge pool and double hydro spa tub options, and an in-room mini bar stocked for guest preference with all the essentials to make-your-own cocktail.
6. All rooms come with a local host to assist with any needs throughout each stay.
7. The hotel will incorporate unique pop-up programming from mezcal tastings and cocktail hour in a nearby Mayan village, to full moon parties on the beach.

BY THE NUMBERS

- ▶ **448** guest rooms
- ▶ **5** restaurants with bars (Modern Mexican, Coastal Italian Mediterranean, Japanese & beach restaurants)
- ▶ **6** bars, including a cigar lounge
- ▶ **2** swim-up bars
- ▶ **1** coffee shop and juice bar
- ▶ Spa with **18** cabins, including **2** couples suites, **6** couple cabins & **10** single cabins
- ▶ **3** pools with cabanas
- ▶ **1** full service beauty salon
- ▶ **1** state-of-the-art fitness centre
- ▶ Meeting space with **1** main ballroom (divisible by **3**) and **10** breakout rooms

Introducing UNICO 20°87° Hotel Riviera Maya, a new all-inclusive hotel (but not like you think)

WHEN THE CONCEPT OF ALL-INCLUSIVE VACATIONS WAS originally created, it was meant to appeal to middle-class travellers seeking sun and sand; comfort, amenities and experience were total afterthoughts. But as more players entered the market, the concept has slowly but surely evolved, widening its appeal and now, often targets up-market travellers who want experiential, high-end, no-hassle getaways.

Enter UNICO 20°87°, the newest hotel to throw its hat in the ring. But don't expect to find your typical all-inclusive experiences at this property. In fact, count on finding *anything but*, as this brand intentionally strays away from the traditional approach, appealing to your clients who are *travellers* just as much as they are *vacationers*.

"We saw there was a void in the all-inclusive market," Frank Maduro, VP of marketing at AIC Hotel Group tells *CT Magazine*. "UNICO 20°87° was born out of a desire to create an entirely new category of all-inclusive that is defined by relaxed luxury and cultural immersion."

Travel advisors hear it all the time; clients are "looking for more," and UNICO 20°87° hopes to be the solution, differentiating itself by celebrating the regions in which its properties are located. UNICO 20°87° – which brings a sense of creativity and casualness to the style of hospitality while putting an emphasis on cultural exploration – will convey an eclectic and modern aesthetic through programming, attitude and offerings.

Read on for an in-depth look at the UNICO 20°87°, the first property of its kind which is set to open in Riviera Maya in Mexico's Yucatan Peninsula in March 2017. Playing-off the latitude and longitude of each location, the property – at 20° and 87° respectively – will be known as UNICO 20°87° Hotel Riviera Maya.

HOW DOES UNICO 20°87° CONNECT GUESTS WITH THE DESTINATION?

1. "THE PROUD LOCAL"

The hotel staff will embody this mantra, allowing guests to experience a genuine love and emotional investment in each region from a truly local perspective. In addition, UNICO 20°87° will offer all guests a unique "host" for their stay, replacing the traditional butler service.

2. EXCLUSIVE PRIVATE EXCURSIONS

Visitors will have the chance to choose from a number of private excursions, from exploring the region's lesser known alcoves with local hosts to dining at local tastemakers' preferred restaurants and bars.

3. ON-PROPERTY ACTIVITIES

Look for culturally-inspired activities such as cooking classes taught by renowned local chefs and impromptu pop-up programming, from mezcal tastings and cocktail hour in a nearby Mayan village, to boozy pibil's "pit roast" and full moon parties on the beach.

4. IN-ROOM GALLERIES

Guests can purchase art from local artisans, on display in guest rooms and throughout the hotel.

5. ESENCIA STUDIO IN THE ESENCIA WELLNESS CENTER

Guests select their own beach gear and personalized in-room amenities sourced from local craftsman.

6. LOCAL FOOD & DRINK SELECTIONS

Food and beverage offerings will foster a sense of regional celebration, from an Executive Mixologist infusing local flavours and ingredients to craft specialty cocktails throughout the hotel, to rotating chef restaurant concept, with a focus on emerging talent and flavours.



"The UNICO 20°87° client is aspirational, spontaneous, and wants to experience the unexpected."

Frank Maduro,
VP of marketing
at AIC Hotel Group



Property highlights & features

UNICO 20°87° is individual in style, design, history and architecture, and will be reflective of its location and culture (as will other future properties). With exteriors designed by Artigas and interiors conceptualized by AvroKo, UNICO 20°87° will feature 448 guest rooms with predominately ocean-views, boasting plunge pool and double hydro spa tub options and a crafted mini bar with all the essentials to make-your-own cocktail.

- ▶ **The Esencia Wellness Center** will feature a state-of-the-art fitness facility, boasting specialty classes, a visiting instructor program and personal training sessions.
- ▶ **The on-site spa** within the Esencia Wellness Center includes 18 luxe cabanas, hydrotherapy facilities with a plunge pool and Hammam, as well as steam and sauna rooms.
- ▶ **Dedicated meeting space** will allow UNICO 20°87° to play host to experiential meetings and weddings, featuring an 11,600 square-foot ballroom, two breakout rooms and outdoor event space.





ROOM CATEGORIES:

Alcoba Ocean View

1 bedroom – 1 King Bed or 2 Double Beds
(624 square feet)

Alcoba Ocean View Swim-Up

1 bedroom – 1 King Bed (624 square feet)

Alcoba Ocean Front

1 bedroom – 1 King Bed or 2 Double Beds (624 square feet)

Alcoba Ocean Front Swim-Up

1 bedroom – 1 King Bed (624 square feet)

Estancia Suite (1 Bedroom)

1 bedroom – 1 King Bed & living room (1,270 square feet)

Estancia Suite (2 Bedroom)

2 bedrooms (1 King Bed and 2 Queen Beds)
& living room (1,894 square feet)

Villa 20.87

2 master bedrooms with King beds,
kitchen & living room (1,996 square feet)



TAKE 5

WITH FRANK MADURO

VP Of Marketing, AIC Hotel Group

1. What is the unique value proposition of UNICO 20°87°?

UNICO 20°87° steps outside the box of traditional branded hotels and creates an entirely new kind of immersive experience, one that offers an unfiltered view of modern Mexico and a deep connection to the region. With ownership's roots in Mexico, Riviera Maya was the perfect place for us to launch this first property where we can pay homage to a region we call home. At UNICO 20°87°, we embrace the local, from the food and drink, to the spa treatments, to a selection of curated adventures.

2. Who is the UNICO 20°87° client?

We're targeting anyone from millennials, older guests, couples, destination weddings, bachelor and bachelorette groups, meetings and incentives, and more. The UNICO 20°87° client is aspirational, spontaneous, and wants to experience the unexpected. Ask your clients if they're interested in immersive cultural experiences, and if they're looking for more than just a cookie-cutter vacation. If the answer is yes, then the UNICO 20°87° experience is for them.

3. Explain the move towards "hosts" from butlers.

Our goal was to embrace a more local and relaxed approach, and offer all guests a Local Host for their stay. The local host will not only assist with any on-property needs or reservations, but will also give insight into the local culture, including the best bars, restaurants and shopping in the area.

4. When it comes to selling UNICO 20°87°, what's in it for travel advisors?

Travel advisors can enjoy up to 19 per cent commission, exclusive marketing support, 19 business development managers throughout the U.S. and Canada, exclusive in-house sales and marketing support, co-op dollars, free week opportunities and much more. In addition, online webinars and in-person trainings are now available. Once the hotel opens, we'll be conducting FAM trips. To learn more, contact your BDM and visit www.allinagents.com.

5. Give your elevator pitch to travel advisors who may be leery about sending clients to a new property under a new brand.

The UNICO 20°87° guest experience is about curated flexibility where your clients can escape into the contemporary local culture with an emphasis on art, mixology and food all while enjoying the amenities of a high-end and relaxed luxury property.

FUN FACTS

Instead of packing your fancy hair styling tools, all rooms will come equipped with CHI products including a flat iron and hair blow dryer, as well as custom scent amenities.

Travellers are connected to their smartphones while on vacation; why not use it to enhance their experience? With the UNICO 20°87° Experience App, visitors will find information on each week's activities, be able to order room service, contact their local host through a chat option to book spa, beauty salon and barbershop services, as well as golf tee times, tours and excursions.

In addition, guests can order food and drinks poolside to their lounge chair, schedule turn down service and learn more about the local art on display. If clothes get wrinkled in their suitcase, the local host is also available for personalized ironing and steaming services.





PRODUCT EDUCATION

By CT Staff

Why New Caledonia might be the winter escape your clients are looking for

New Caledonia is a diverse paradise located in the South Pacific, and a tempting add-on for travellers visiting Japan, Australia or New Zealand. With flights into its capital of Noumea from 10 international destinations including Melbourne, Brisbane, Sydney, Auckland, Tokyo and Osaka, Aircalin can get your clients there. But first, you may ask, why might they want to go?

Comprised of diverse landscapes across various islands, New Caledonia might be the type of off-the-grid getaway Canadians might be seeking. Here's a summary of why:

SUNSHINE:

Forget the often unpredictable weather that comes with many popular sun destinations; the sun shines all year round in New Caledonia, with an average annual temperature of 25 degrees Celsius.

RELAXATION:

Clients can find a paradise and remove themselves from the rest of the world somewhere along the white sand beaches of Lifou, Ouvéa and the Isle of Pines. Snorkel in the crystal clear waters, observe the marine life or enjoy a stroll along Promenade Pierre Vernier, a four kilometer path on the waterfront. Those looking for more in-depth exploration might enjoy a hike through the Blue River Provincial Park, boasting 9,000 hectares of untouched wilderness and located a short drive south of Noumea.

NATURAL BEAUTY:

It's hard to deny the beauty of New Caledonia's beaches and the stunning blues of its water. But aside from these features, travellers will find diverse landscapes and a wealth of unique wildlife species. In fact, 76 per cent of the country's plant and wildlife species are *only* found



in New Caledonia. Those clients interested in taking-in the stunning scenery should pay a visit to Parc de la rivière bleue nature reserve, which boasts a drowned forest, a thousand-year-old kauri tree and a crystal clear river.

CULTURE:

A melting pot of ethnic communities, New Caledonia is the home of the Kanak people, the earliest inhabitants who settled here more than 3,000 years ago. In addition, it's comprised of a blend of European and Asian cultures. French is especially embedded in the Caledonian way of life, with various flavours – from wine and champagne to macaroons and éclairs – readily available, but in an island setting.

URBAN EXPERIENCES:

Noumea, New Caledonia's capital city, is where your clients will find a beautiful collection of the above experiences. With beautiful bays and inlets, not to mention a wealth of culture, visitors can also take in urban experiences such as bars, clubs, great dining and shopping.

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How Air France brings indulgence to the sky

WHETHER YOUR CLIENTS ARE TRAVELLING FOR PERSONAL or professional reasons, the journey should always be pleasurable. With its distinctive French flair, flying with Air France adds a sophisticated touch to the experience. In all classes of service, the French fine cuisine is a distinct part of the experience. **HERE'S HOW:**

À la carte menu upgrades for Economy & Premium Economy guests.

For clients flying in Economy and Premium Economy cabins on most long-haul flights, guests can choose from à la carte menu alternatives to the standard meal offered on board. Choices include: Le marché de Jean Imbert (Chef Jean Imbert's Market); Une Sélection LENÔTRE (A LENÔTRE Selection); Tradition; Ocean; or Italia. These menus can be pre-ordered for your clients, for \$20-\$40, or 4,000 to 8,500 Flying Blue Miles at airfrance.ca.

Michelin-star chefs.

Michelin Star chefs and great names in French haute cuisine are enlisted to push the boundaries of in-flight dining, with a new individual taking the reigns every six months. Clients booked in Business Class will be delighted to find gourmet dishes prepared by names such as Régis Marcon, Michel Roth, Joël Robuchon, Guy Martin, Thibaut Ruggeri, Anne-Sophie Pic, François Adamski and Yves Camdeborde. From the savoury to the sweet, clients can choose from a constantly-changing selection of aperitifs, appetizers, hot dishes, cheeses, pastries, sorbets and fruits.

Local wines selected by French sommelier.

Discover various French wine varieties on your way across the Atlantic, selected by Paolo Basso, who was voted world's best sommelier in 2013. Not to mention, Air France is the only airline to offer Champagne onboard long-haul international flights to all its passengers,



including those in the Economy cabin. The offering is obviously a hit, as every year, more than 1.5 million bottles of wine and 800,000 bottles of Champagne are served by the airline in-flight. Looking for the perfect pour? Flight attendants receive training on how to present and serve to even the most discerning traveller.

Adaptable options for dietary requirements.

For clients with special dietary requirements, meals onboard Air France flights can be adapted for travellers, based on the following needs:

INFANTS AND CHILDREN FOR RELIGIOUS REASONS

- ▶ Kosher, Halal and non-vegetarian Indian meals

FOR MEDICAL REASONS

- ▶ Allergen-free (i.e. peanuts, egg and more)
- ▶ Gluten-free
- ▶ Meals for diseases of the stomach, intestines and cardiovascular disease
- ▶ Sugar-free meals and low-salt meals

TO COMPLY WITH

FOOD HYGIENE PRINCIPLES

- ▶ Western vegetarian meals, Lacto-ovo vegetarian meals and Indian vegetarian meals

AIRFRANCE This article is brought to you by Air France. Air France will operate 22 flights a week between Canada and Europe until March 25, 2017. Visit airfrance.ca for more information.



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6 travel professionals you should be following on Facebook

AS THE TRAVEL BUSINESS CONTINUES TO GROW AT TOP SPEED, it's more important than ever to stay on top of your game. Digital networking on platforms like Facebook is a way to connect with like-minded professionals, and the right list of "friends" can mean having useful product updates, promotional news and even motivational boosts delivered right to your daily feed.

We've rounded-up some industry pros who have mastered the art of mixing business with social media, so you know who to follow and perhaps even learn a thing or two from for your own online musings.

DIANA WINTERS

BDM, PALACE RESORTS

DIANA WINTERS IS CONSTANTLY SNAPPING SHOTS

of her Palace Resorts escapades with co-workers and agents; she posts updates on product offers, video streams her FAM trips, and conducts both in-person and remote Q&A sessions with agents in real-time using Facebook Live.

Winters also loves putting her travel advisor partners on a pedestal, posting shout-outs to big bookers, interviewing agents on their product experiences at trade shows, and creates a very reciprocal feeling of community – all online.

The BDM's profile is also an excellent resource for all things Palace Resorts. She goes to great lengths to feature all sides of the Palace experience, including spotlighting impressive property staff, unique dining experiences, and relays valuable information from her own training sessions for her followers.

www.facebook.com/dianawinters.bdm



SHALENE DUDLEY

DESTINATION WEDDING SPECIALIST,
LATITUDE CONCIERGE TRAVELS

A CERTIFIED ROMANCE AND DESTINATION

wedding specialist for Canadian couples, Shalene Dudley's profile is everything a travel advisor's social media page should be, with valuable information on new properties and promotions as well as reposts and personal thoughts on travel concerns such as Zika and the Canadian dollar. She's also an active industry participant, posting from nearly every big trade event in the Greater Toronto Area, making hers a good page to follow for updates on where to be and when.

Dudley's page has some excellent examples of how to creatively engage with clients as well; she communicates directly with customers in her comments section, and routinely sees clients off at the airport in-person, posting live for all to see. Best of all, Dudley's posts are thoughtful and targeted, proof positive that when social media is done correctly, less is always more.

www.facebook.com/SNDudley

WHO ARE YOUR FAVOURITE TRAVEL INDUSTRY PEERS TO FOLLOW ON FACEBOOK?

Send us a note to let us know, and they could be featured on *CanadianTraveller.net!*

terrilynk@mypassionmedia.com

TIM MORGAN

VP, TRAVEL PROFESSIONALS INTERNATIONAL (TPI)

AN ENTHUSIASTIC COLLECTION OF EXCITING EVENTS

and familiar faces, Tim Morgan's Facebook profile reads like a yearbook for the travel agent community's movers and shakers.

A long-time advocate for travel advisor success, Morgan's approachable and relatable profile reflects a constant appreciation for the world of travel while providing the resources on how to excel within the business. From his regular postings of top agent success stories to cheering on fellow TPI teammates, Morgan's page is a one-stop-shop for industry developments, events and colleague accomplishments.

Some of Morgan's content has been repurposed or reposted for titles such as *CT* and *The Globe and Mail*, which can be found on his profile along with updates on trade-facing programs and incentives.

He's also never shy about lauding the growth of agent success in his posts, often inciting a certain feel-good professional engagement from his followers which brings the industry community's supportive attitude into the digital world.

www.facebook.com/TPITimMorgan



TAMEKA WHARTON

SALES AND MARKETING MANAGER, ANTIGUA & BARBUDA TOURISM AUTHORITY

WITH DAILY PICTURES OF IDYLIC POOLSIDE

cabanas and pearly white beaches, there's no denying that Tameka Wharton's Facebook profile is a classic and veritable Caribbean love letter.

Wharton's page is all about destination education, and in addition to her unending feed of inspirational travel quotes and quips promoting Caribbean culture, Wharton offers her followers an invaluable supply of travel tools, including info on island weather, packing tips and Antigua and Barbuda promotional videos.

"Friends" of Wharton can find details on resort sales, property openings and niche-specific product training geared toward romance and wedding specialists. Wharton also posts on-the-road updates featuring industry pals, info sessions and trade shows, and tends to instigate professional dialogue with her agent network, posting questions such as "What's your specialty?" and getting involved in the conversation herself.

www.facebook.com/profile.php?id=100012946320081



PHILIP ROSE

REGIONAL DIRECTOR - CANADA, JAMAICA TOURIST BOARD

FOR TRAVEL PROFESSIONALS WHO LIKE A

dose of realism with their daily Facebook feed, there's the page of Philip Rose. The informative, oft-plainspoken regional director for the Jamaica Tourist Board can always be counted on for an upfront insight on the Caribbean destination, along with weather news, travel tips and tourism updates.

Rose's page is also a useful spot to learn about interesting trade events, new properties and attractions, along with clever reasons why Jamaica is the best place to enjoy an escape from Canada's relentless winters. An ardent promoter of all things Jamaican, Rose uses his profile as a means to candidly connect with agents on everything from luxury travel to in-destination charity work and why Jamaica is the only island worth visiting.

www.facebook.com/philiprose.ja



SARAH SMITH

BDM, CENTRAL CANADA, AIC HOTEL GROUP

SARAH SMITH'S FACEBOOK PROFILE

is one big, scrollable party, and everyone is invited. The business development manager for Hard Rock Hotels is always promoting her brand in some enviably cool way or another, but what's even more impressive is how her wall is a testimony to her relationship with the travel community, often going beyond the Hard Rock glitz and glamour to reveal a very real dedication to agent partners.

Followers of Smith's page can find information on Hard Rock events and property openings, product promotions and trade show appearances, and stay updated on Smith's editorial interviews, famed agent FAM getaways and training session happy hours.

Smith is also the first to post useful agent-specific booking deals and contests, and is quick to respond to any queries in her comments, which can prove useful for agents who are on-the-go and need fast answers.

Warning: Following Smith may result in an urgent desire to start selling Hard Rock vacations.

www.facebook.com/SarahHardRockAIC



Looking ahead to 2017

EARLY INDICATIONS SHOW 2017 AS A BANNER YEAR ACROSS ALL TRAVEL segments, according to the results of an Ensemble Insights Survey; in fact, 62 per cent of respondents expect sales to increase for overall bookings. The questionnaire, conducted by Ensemble Travel Group in September, reflects the input of nearly 200 members across the U.S. and Canada. Here are a few key take-aways looking to the year ahead compared to 2016:



EUROPE

Europe is rebounding next year for

46%

of respondents.

Other than traditional favourites (such as Paris and Rome), Croatia, Iceland, and Ireland were chosen from a list of international destinations as places in which clients are showing a new or renewed interest.



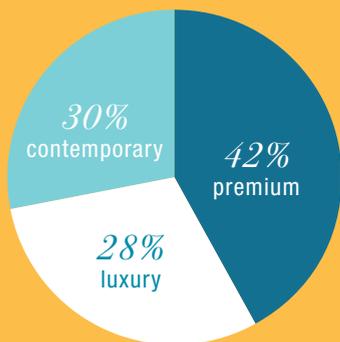
CRUISE

65%

expect bookings to increase.

49%

forecast an increase in river cruise bookings.



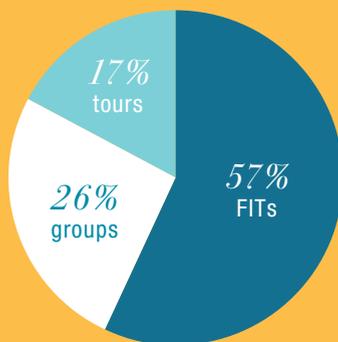
42% indicate the premium segment to have the largest gain, followed by 30% in the contemporary segment and 28% in luxury.



LAND

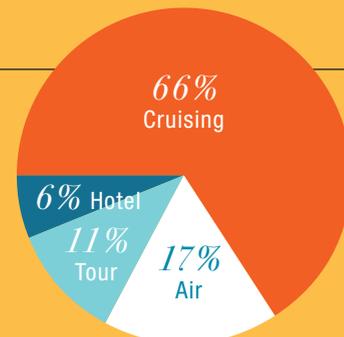
61%

see land bookings increasing for 2017.



The largest gains are reported with FITs at 57%, groups at 26% and escorted tours at 17%.

WHAT PRODUCT GENERATES THE MOST CUSTOMER LOYALTY?



TRAVEL INSURANCE

65%

forecast an increase in travel insurance bookings.

THE TOP TWO REASONS FOR PURCHASING TRAVEL INSURANCE



61%

General medical concerns/accident-illness.

36%

Older age of traveller or companion.

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CAN TRAVELERS

DRIVE 400+ MILES OF



ROUTE 66



Route 66 Museum, Clinton

SEE THE ONLY 1928

**WURLITZER ORGAN
IN ITS ORIGINAL THEATER SETTING**

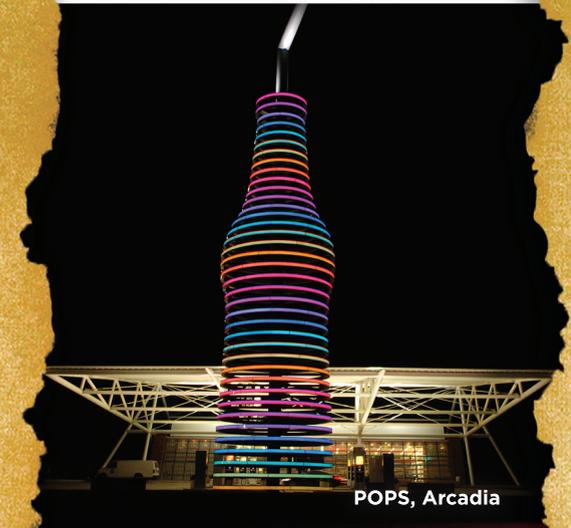


Coleman Theater, Miami

SIP 700 VARIETIES



**BENEATH THE WORLD'S
LARGEST POP BOTTLE**

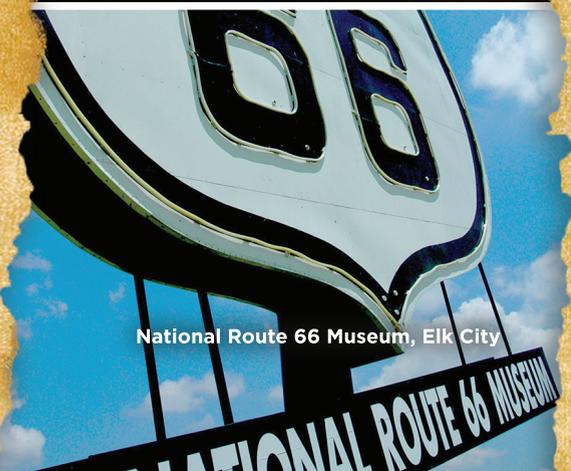


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National Route 66 Museum, Elk City



MANIFEST WITH MARION

BY MARION ROSE

Owner, Elgin Travel & Cruises

Make creating ideal relationships your intention everyday

RELATIONSHIPS: they are so important in both our personal and professional lives. But without a full and healthy home life, it can be difficult to go to work and give your clients, suppliers and associates the level of service that you need to be successful.

The most important relationship starts with yourself.

Think of airline safety demonstrations, when you're told to put on the oxygen mask first before assisting others; it's a great analogy for the type of practice necessary in day-to-day life. Success starts with you, whether it's fitness, nutrition or self-love.

I often overhear travel professionals complaining about their customers' inquiries and needs. I admit that I was in this place for a time; I was begrudging clients for their limited timelines, their concerns of specific flight times, point accumulation, tight budgets, etc. But then when I looked at my own personal travel plans, I could identify these exact same requirements for myself. Interestingly, when you take notice of the things that cause your stress or anxiety, you may see that these are reflected in other areas and relationships in your life.

After doing the work and coaching on my own issues, I can say that I wholeheartedly enjoy every interaction and appreciate every request from my clients. More importantly, I truly *love* my clients' detailed requests. I learn from every scenario – something that will help me be of service to other clients down the road. But I know that if I had not done the necessary work on myself to attract these people – those who appreciate my guidance – that I would be stuck in an unfulfilling place.



“Life is so busy and you are being pulled in so many directions that you can forget how important you are to those around you.”

When you set a specific intention to attract people that value your advice, and when you send-out the energy of love and gratitude each morning, you begin to bring these beautiful inquiries into your space. It allows you to be open to learn and self-correct in order to keep welcoming exciting new business that you enjoy. I feel that clients who can verbalize their needs and communicate their wishes help me provide the best choices to them, to ensure that expectations are met and exceeded. It serves me to take pride in what I can design and present, if I understand what truly matters to each traveller.

My suggestion for my fellow industry partners is to take a step back and have an honest look at your relationship with yourself.

Do you honour yourself in the areas of health, finances and relationships? Make a plan to value what you bring to the world. Make time to purchase healthy, fresh food. Get a manicure. Share love with your partner and your family.

As you begin to give yourself extra attention, take time to be quiet; think about what you might need. Maybe it is a new hobby, a yoga class, a new outfit. Honour the guidance you receive, and listen to your gut. Life is so busy and you are being pulled in so many directions that you can forget how important you are to those around you. Live a life that you enjoy, and you will be able to spread that joy in many ways.

Wake-up each morning excited, whether it is a week day or a weekend. Give thanks for all of the beauty and abundance in your life. Set the intention to honour your relationships. Be grateful for the inquiries that you will receive, and for the lessons that will be presented for your benefit.

Go to work with a smile, a sense of gratitude for your health and your ability to assist others in this exciting industry.

Plan to attract clients that value your advice, and then pay attention to how your inquiries change. Love-on each customer and show them how much you treasure their business.

I am looking forward to learning what unfolds for each of you who takes this journey. Start with the “attitude of gratitude.” You are in one of the most rewarding careers, and your energy can attract a very good income. Expect abundance, as you offer exceptional service. Expect happiness, as you give out happiness. Treat yourself and your loved ones with this positive energy and watch the boomerang effect unfold. ✨



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