



# INSIDE

PAGE 10

CLIENTS  
TELL ALL:  
DHAWA CAYO  
SANTA MARIA

PAGE 22

GOING  
LUXURY  
WITH  
GOWAY

PAGE 24

SELLING  
CANADA  
IN ITS  
150TH YEAR

SALES EDUCATION FOR THE FRONTLINE CANADIAN TRAVEL PROFESSIONAL

MAY 2017

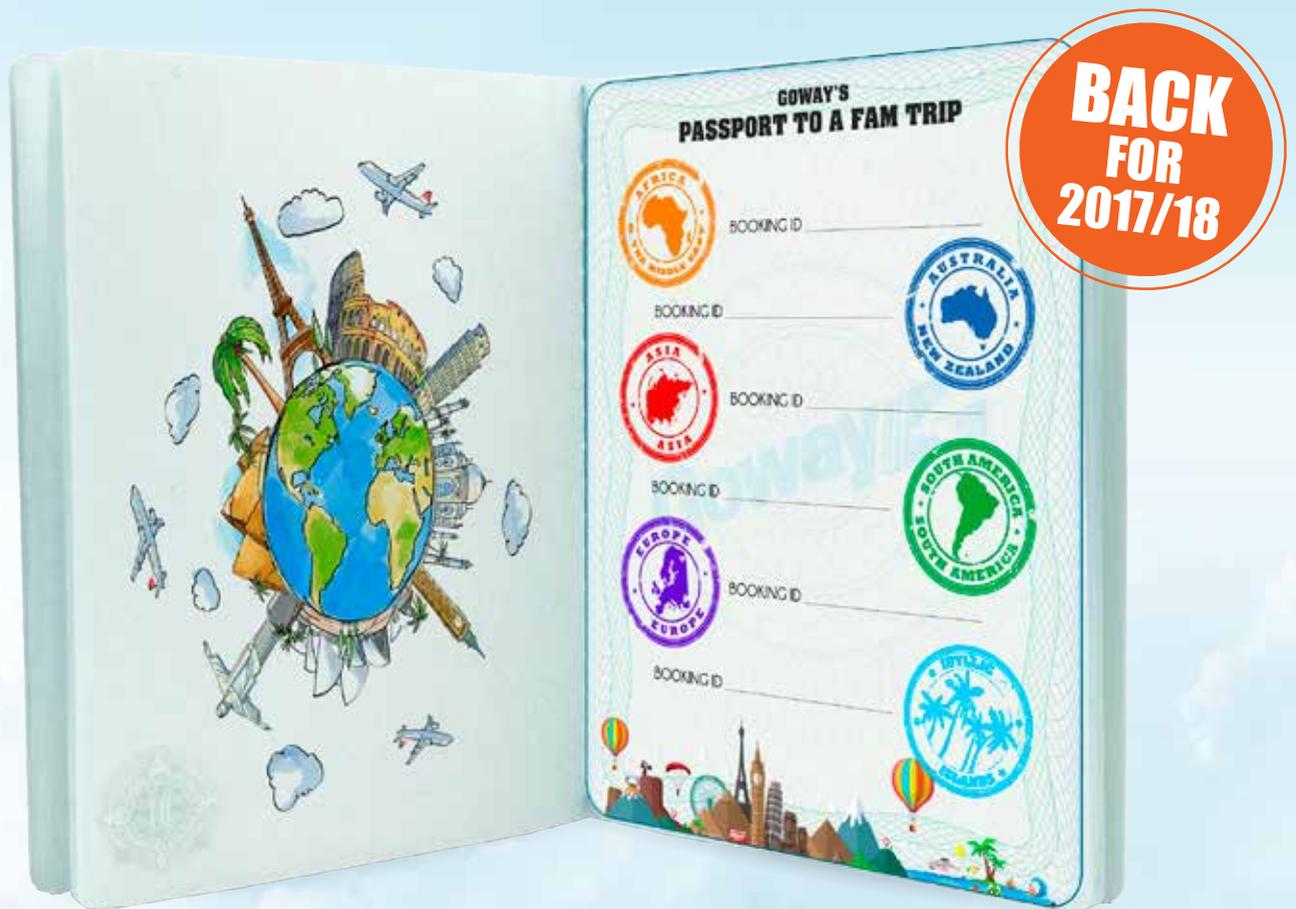
**THIS ISSUE**

## HOW TO BUILD CLIENT LOYALTY & REPEAT BUSINESS

Page 6



# Passport to a **FREE FAM TRIP**



## CAN YOU SELL THE WORLD?

Goway challenges you to complete a Goway passport to receive a FREE FAM TRIP\*

## IT'S AS EASY AS 1, 2, 3

- 1: Book each of Goway's 6 regions
- 2: Book a group to anywhere in the world and you can apply it to ANY destination
- 3: Claim your free FAM TRIP

To receive your passport, contact your local Business Development Manager, or download the form at [gowayagent.com](http://gowayagent.com)

**Goway**  
SINCE 1970 . c o m  
THE WAY TO GO GLOBETROTTING

\*Valid on land bookings deposited 1 April 2017 – 31 March 2018. To claim the free fam trip, agents must make one booking to each of the following regions: Africa & the Middle East; Asia; Australia & New Zealand; Central & South America; Europe; Idyllic Islands Worldwide. A Group booking is a "wild card" and can be used for ANY of the 6 destinations. FAM trip to be advised within 7 days of claim. Excludes taxes and fuel surcharges. CST#2016613-20.



CANADIAN TRAVELLER

CANADIANTRAVELLER.NET

**EDITOR-IN-CHIEF**

Terrilyn Kunopaski  
terrilynk@mypassionmedia.com

**ART DIRECTOR**

Gordon Alexander

**WESTERN REGIONAL DIRECTOR  
- NORTH AMERICA**

James Mohr

**NATIONAL ACCOUNT MANAGER**

Joanne Tichborne

**GENERAL ADVERTISING INQUIRIES**

1-888-924-7524  
adsales@mypassionmedia.com

**ACCOUNTS RECEIVABLE**

accounting@mypassionmedia.com

**PRESIDENT**

Brad Liski

**PUBLISHER**

Jennifer Prendergast

**ASSOCIATE PUBLISHER  
& EXECUTIVE EDITOR**

Michael Baginski

**DIRECTOR OF ONLINE**

Kevin Hinton

**ONLINE EDITOR-IN-CHIEF**

Ryan McKenzie

**ONLINE EDITOR**

Jennifer Hubbert

**CUSTOMER SERVICE**

Sheila Ross

**ACCOUNTS RECEIVABLE**

Lea Latham

**DIRECTOR - CONSUMER MARKETING**

Craig Sweetman

**SUBSCRIPTION HOTLINE**

1-888-924-7524

**SUBSCRIBER ENQUIRIES**

subscription@mypassionmedia.com

CT Magazine, PO Box 57096,  
Vancouver, BC, V5K 5G6 Canada

CT Magazine is published 12 times per year

Contents copyright 2017 by CT Magazine. All rights reserved.

Reproduction of any article, photograph or artwork  
without written permission is strictly forbidden.  
The publisher can assume no responsibility  
for unsolicited material.

ISSN 0030-8986



PO Box 57096  
Vancouver, BC  
Canada V5K 5G6  
Tel: 1-888-924-7524  
Fax: (604) 620-0245

**PRINTED IN CANADA**

Canadian Publications Mail

Product Sales Agreement No. 42720012.

Postage paid at Vancouver, BC. Return undeliverable Canadian  
addresses to Circulation Dept., 802-1166 Alberni Street,  
Vancouver, BC, Canada V6E 3Z3.



# Contents

May 2017 Volume 32, Issue 5

I recently had the opportunity to join Ensemble Travel Group for its executive retreat, which took place this year in Niagara-on-the-Lake. It was a reunion of select suppliers and top performing agency owners, each of whom showed up to “work hard, play hard.” A two-day seminar was led by John Casey of 2logical, who spoke about leadership and strategies people could implement within their lives and workplaces. Here are a few of John’s thoughts I made note of during the event that I encourage you to ponder:

On being better: “It’s always in the *want to* that we get to the *how to*.”

“The greatest paralyzers are imaginary – it’s all fear and doubt.”

“Every success and failure begins with our thoughts and beliefs.” / “It’s an optimal mindset or a flawed mindset that causes peak performance or failure.”

“We buy the other person’s confidence in what they do.”

“Managers speak in commands. Leaders speak with questions.”

**Terrilyn Kunopaski**

terrilynk@mypassionmedia.com

**REGULARS**

**4 INDUSTRY INSIDER**

What’s new in travel  
and tourism?

**6 CAREER DEVELOPMENT**

How to build client  
loyalty & repeat business

**10 RESORT REPORT**

Clients tell all:  
Dhawa Cayo Santa Maria

**28 IMPACT**

Who is buying  
sustainable travel?

**30 MANIFEST WITH MARION**

Learning from mistakes

**PRODUCT EDUCATION**

**24 CANADA**

How to leverage  
Canada’s 150th for sales

**COLLABORATIVE FEATURE**

**14 ALLIANZ ASSISTANCE**

Introducing the  
new EASY Program

**16 MARTIN COUNTY**

The Treasure Coast’s  
hidden gem

**19 ATLANTIC CITY**

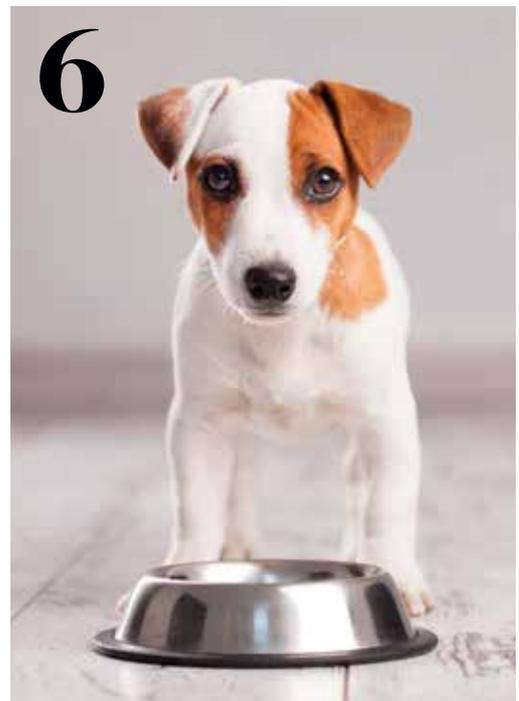
Take 5 with Heather Colache

**20 MUKILTEO**

Who should visit this  
Washington hotspot?

**22 GOWAY**

Going luxury with Goway





**AIRLINES**

**FIVE TAP TAKEAWAYS ON TORONTO SERVICE**

TAP Portugal is returning to Canadian skies after a two-decade absence with new Toronto-Lisbon service from the Portuguese carrier starting this summer. Airline officials are optimistic that Canadians will find Portugal affordable, safe, close, and a gateway to Europe, while the large Portuguese diaspora in Canada will have a new option to get back to the homeland. Here's what agents need to know:

1. Late-night flights on retrofitted A330 aircraft start June 10 from Toronto Pearson's Terminal 1.
2. The Star Alliance member will fly five times weekly in summer (excluding Tuesdays and Thursdays), three times in winter.
3. Lisbon is being positioned as the "Reykjavik of southern Europe," i.e. a gateway and hub, with connections to 84 destinations, but particularly Spain, the Mediterranean region and Africa.
4. A stopover program will allow travellers to linger in Lisbon or other parts of Portugal for up to three days without extra charge; an airline app will have discounts and special offers to help make the visit more affordable.
5. The airline says it is here to "work together with the trade," with airline industry veteran Lillian Vieira filling the role of district sales manager for Canada. - **Mike Baginski**

**AIRLINES**

**ULTRA LOW COST?**

WestJet intends to launch a new, ultra-low-cost carrier (ULCC) in Canada, the airline has announced, subject to agreement with its pilots and any required regulatory approvals. Service is expected to start in late 2017 with an initial fleet of 10 high-density Boeing 737-800s designed by the airline that first brought low-cost air travel to Canada in 1996. Clive Beddoe, co-founder of WestJet and chair of the Board of the Directors, says that a ULCC "will broaden WestJet's growth opportunities and open new market segments by offering more choice to those Canadians looking for lower fares." More to come.



**HOTELS**

**WE WELLNESS AT BAHIA**

Bahia Principe has launched a new wellness program at the five-star Luxury Bahia Principe Samaná Don Pablo Collection in Dominican Republic. With the WE Wellness Experience, the brand is aiming to attract health conscious travellers seeking a balanced vacation where wellness, cosmetic treatments and sports activities enhance the travel experience. The three pillars of the WE Wellness Experience are: We-Care, a medical esthetic experience; We-Balance, a program of body and mind activities such as Zen Yoga, meditative sessions and anti-stress coaching; and We-Train, a sports experience featuring athletic activities and sports nutrition advice. Additionally, menus at the resort's restaurants have been updated to reflect a WE seal next to particular dishes to help guests identify the most nutritious offerings.



**PEOPLE**

**DROLET TAKES-ON NEW ROLE WITH THE CARIBBEAN TOURISM ORGANIZATION**

The Caribbean Tourism Organization (CTO), the region's tourism development agency, has appointed Nancy Drolet as business development representative for Canada. Drolet is a 25-year veteran of the travel industry, having worked predominantly in sales and marketing for tour operators such as Fiesta Holidays and Thomson Vacations, and cruise lines including Holland America and Windstar Cruises. After moving to travel retail, she worked in senior management positions at Sears Travel, where she managed up to 35 travel agencies. In her new role, Drolet will maintain consistent interaction with the travel industry, the Caribbean Diaspora and national tourist office representatives in Canada; organize trade and consumer events, including Caribbean Week Canada; and implement the CTO's business development plan for the Canadian market. Reach her at [droletr@caribtourism.com](mailto:droletr@caribtourism.com).



**CRUISE & TOUR**

**CONTIKI CELEBRATES INCLUSIVITY WITH GREEK WEEK PRIDE TRIPS**

Contiki is adding Pride to its 'Greek Week' summer 2017 product itineraries to celebrate the Greek Pride events in Athens and Mykonos. The Greek Week Pride trips will cater to all millennial travellers looking to experience an awesome Greek Pride festival teamed with the idyllic islands and cities Greece has to offer. The original 'Greek Week' product runs over nine days, travelling around Athens, Ios and Mykonos, with new Pride departures offering the same itinerary plus other Pride included extras. *Greek Week, Athens Pride* departs June 9, while *Greek Week, Mykonos Pride* departs Aug. 24. For more information, check out [contiki.com](http://contiki.com).

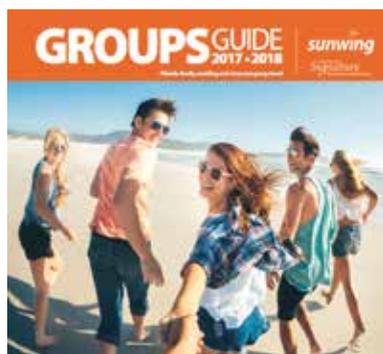


**CRUISE & TOUR**

**SUNWING RELEASES 2017/2018 GROUPS GUIDE**

With the release of the latest edition of the Sunwing Groups Guide comes the return of the STARmillionaire promotion, giving agents the opportunity to win one million STAR Agent Reward points (that can be converted to \$1,800 cash). Agents can qualify by booking a group of 10 adults or more until Aug. 29, 2017, departing Nov. 01, 2017 onwards. Each new booking confirmed counts as a ballot, so the more bookings an agent

makes, the greater chance they have of becoming this season's STARmillionaire. The winner will be selected by a random draw on Sept. 20, 2017. Agents can access competitive group pricing and promotions instantly on Instant Group Quotes at [www.sunwingagents.ca](http://www.sunwingagents.ca) and benefit from a number of travel agent incentives.



**CRUISE & TOUR**

**AVALON SET TO ADD A NEW SHIP ON THE MEKONG**

On the heels of unveiling two new intimate Suite Ships on the Irrawaddy and Mekong Rivers in two years, Avalon Waterways has announced plans to cruise further into the Far East by increasing its fleet – and vacation portfolio – with another Suite Ship for the Mekong River: the Avalon Saigon. The ships – which accommodate just 36 passengers who are served by 28 crew – have been designed to sail into destinations not available to larger river cruising vessels. In addition, the company is adding *The Heart of Cambodia & Vietnam*, an 18-day journey through Cambodia and Vietnam. For more information, contact your BDM or visit [www.AvalonWaterways.ca](http://www.AvalonWaterways.ca).



**CRUISE & TOUR**

**EXPEDIA CRUISESHIPCENTERS SELECTS CELEBRITY**

Celebrity Cruises took home top honours during the 30th anniversary of the Expedia CruiseShipCenters (ECSC) Conference, hosted onboard the Celebrity Reflection in May. Celebrity was named "Top Overall Partner," the highest honour of the night. A vote submitted by ECSC owners and consultants deemed Celebrity to have Best Business Development Support (Overall), Best Customer Service and Support (Overall), Best Promotional Offers (Premium) and Best Customer Reviews (Overall). Celebrity's sister brands, Royal Caribbean International and Azamara Club Cruises, also took home awards.



## CAREER DEVELOPMENT

By Michael Baginski

# Please, madam, can I have some **MORE?**

How to build client loyalty and repeat business

Like the wisdom of the old proverb, “A bird in hand is worth two in the bush,” retaining clients and building repeat business is a smart and efficient way to ensure success.

Indeed, a solid, reliable client list can be the lifeblood of any travel counsellor and agency in general, especially when compared to the uncertainty of attracting new clients, many of whom may be subject to the influence of competitors or only interested in the lowest possible price.

### **BUT HOW CAN YOU BUILD THAT LIST?**

*Value, trust and relationships* are buzzwords that are constantly used by experts when it comes to establishing a loyal customer base (i.e. clients who will return again and again) and it's no wonder why.

“The goal of the travel consultant is to provide the right product for the right person at the right price,” says Lindsay Pearlman, co-president, Ensemble Travel Group. “That’s how a long-term consultant-customer relationship is built. From that positive relationship comes loyalty. People continually buy travel from advisors they trust and who have provided them with a strong value proposition, which is based on how the individual defines value. A successful travel consultant knows, understands, and sells to those respective preferences and values.”





## TAKE 5

### WITH FLEMMING FRIISDAHL

President & Founder, The Travel Agent Next Door

Christine James, vice-president Canada, Travel Leaders Network (TLN), points out that “it costs more to gain a new client than it does to retain existing business, so clearly the priority has to be on the latter.”

She says that some of the strategies used by TLN members include:

- ▶ Offering existing clients an incentive if they refer their friends and relatives.
- ▶ Hosting events at clubs or associations they belong to; or approaching their kids’ teachers to see if there’s interest in leading a student group.
- ▶ Using social media to promote and build their business by posting special offers and pictures of their own travels that could inspire clients to experience the destination themselves.

### SPECIALIST PROGRAMS

Agents can also build loyalty with travel partners through participation in agent specialist programs; these days, almost all suppliers and tourism offices have one. Not only do successful program participants increase their knowledge, but credentials, certificates, marketing tools and FAM trips help position the agent as an “expert” in a particular destination or niche. Better still, many programs refer potential clients to their specialists.

“One of the benefits of being a Premier [Aussie specialist] is that they get to post a profile on our consumer website and they can also get leads sent to them,” says Paul Larcher of Tourism Australia in Canada. “There have been some recent large bookings generated by the leads from our website – a single reservation worth over \$100,000, for example.”

Some agency groups provide their own specialist programs, for example The Travel Agent Next Door offers “SME” (Subject Matter Expert) programs that help its agents become specialized in certain destinations and products, including small group training, marketing, FAMs and special project pages on their website.

For its part, Ensemble agents have access to online marketing tools, social media strategies and traditional print pieces, along with increasingly easier and more efficient booking engines; B2B platforms that offer more options for the clients and additional revenue opportunities for members.

“We provide travel professionals with products and services that allow them access to knowledge and resources that help build relationships and drive value to their customers,” Pearlman says. “If the knowledge isn’t there, then products become commoditized and there will never be relationships, loyalty or repeat business.”

As for TLN, the organization’s Agent Profiler delivers new leads to members on a daily basis and includes writers who help agents improve their profiles, leading to more prospects.

### GET PERSONAL

But selling travel isn’t all tech and tickets. And buying travel isn’t like buying socks; it’s an emotional experience (besides costing a lot more than basic hosiery). As such, it’s a good idea to get deeper into the sales experience. Trafalgar Canada, for example, has gone so far as to create a five-step “emotional selling technique” that’s based on appealing to a client’s “emotional and aspirational” needs rather than simply their budget. Get to know your client, urges Trafalgar. They’ll appreciate it, and you! ▶

### 1. What tips can you offer for helping to build loyalty and repeat business amongst clients?

It’s a combination of many key items and I believe it is the same no matter the business you are in:

- ▶ Value for money, whether your client is booking a one-star or five-star.
- ▶ Empathy: Everyone wants to have someone who is there for them no matter what, even when the answer is, ‘No, we cannot do this.’
- ▶ Consistency: Many agents don’t offer the same service over and over, no matter what the client is buying; give everyone the same service or don’t take them on.
- ▶ Honesty: Tell them how it is, no matter the news. Make it as positive as possible, but don’t BS them. Most of all, be yourself!

### 2. Do you focus more on ensuring past clients return, or seeking new ones?

Both. Clients by nature will drop off, move, they may pass away, have a bad experience with you, or simply stop travelling. So, you always need to be a sales person. But a great travel agent will always ask their customers for referrals and get them.

### 3. Do you encourage your members to solicit organizations as well as individuals, such as schools, clubs (sports, arts, etc.), associations, etc.?

Yes, yes, yes! You work within your circle of influence and proudly go and ask, “How can I help?” People love to travel in groups as it gives them a sense of safety, and they particularly love to travel in groups to far away places that sell at a higher price point. But, most importantly, you offer things that OTAs cannot: knowledge and service!

### 4. Do your agents use e-mail or social media (Facebook, Twitter) to help build a following and post regular news/offers?

It is very important to use free media platforms to get the word out; and it is so easy if you have a little idea of how to do it. We train agents on how to use hash tags and how to post effectively on social media. All agents have their own personal website that allows them around 8,000 pages of content; they can post their own blogs and product.

### 5. Do you give a gift to returning clients or arrange something special in destination (flowers, bottle of champagne, etc.)?

Everyone loves to get a huge thank you. The reality is, it does not have to be a lot; but, who does not like to receive a personal note from their travel agent?

TLN's Christine James adds, "Never take your clients loyalty for granted, even if you've been handling their business for years. You need to make sure that you remain 'front of mind' and relevant to their needs... I also recommend that [agents] maintain a database segmented on clients' special interests and send a personal note to those clients when there's an offer that might appeal to them. Even if they don't necessarily book at that moment, this demonstrates that you listen to their needs and have their best interests at heart. There's no better way to retain loyalty."

#### IN GOOD TIMES AND BAD

Sometimes, it's how you deal with a client's adversity that can make or break a relationship. From routine missed flights or mucked up hotel reservations (not your fault!) to once-in-a-generation calamities like the Iceland volcano that disrupted transatlantic travel for weeks, agents can make a friend – or a least a client – for life with swift, efficient help.

"About 85 per cent of our calls are from people who need some kind of help... their plans have changed, something awful has happened to them, they have become stranded, etc.," says Air Canada Worldwide Call Centre Manager Michael Tremblay. "How we handle these things, including doing something extra special when we can, is remembered for well into the future."

#### UPSELLING

It may seem counterintuitive that boosting the sticker price on a client's package might ultimately endear them to you, but many travel experts maintain that coaxing a few more dollars up front can not only save them money in the long run, but also create a better overall trip experience, which is the key to building client loyalty.

Some clients will simply appreciate the value. As a few examples, try suggesting: pre-paid Canadian dollar theme park tickets; premium tours that include attraction admission costs; or centrally-located hotels that can save time and sightseeing transfer costs. There are countless ways to help add value to a client's package.

Others will appreciate being steered into a special destination experience – something that will be the memory of a lifetime, such as a helicopter trip over the Grand Canyon or adding a couple of days in the Amazon onto the end of a South American trip.

"These are the thing your clients will never forget," says Brent Carnegie of Canlink Travel. "It's money worth spending and they'll be back."

At the same time, imagine (heaven forbid) the gratitude engendered by a client if an insurance add-on turned out to be necessary? Medical emergencies have been known to bankrupt uninsured travellers.

"Getting to know a customer during a call and exploring a little about why they are travelling can give us hints as to what things might make their experience a bit better," adds Air Canada's Tremblay. "Many customers aren't even aware of some of the add-ons we have and when they purchase something that enhances their trip and is of good value, they are quite pleased."

Maureen Barnes-Smith, director of sales and marketing for Sandals and Beaches Resorts in Canada, agrees. "[Upselling to] higher room categories means higher commission, [but] generally for clients it means a more upgraded room, more amenities and

**WORD OF MOUTH IS THE  
BEST RECOMMENDATION.  
ONE SATISFIED GUEST WILL  
TELL SEVERAL OTHERS AND  
BUSINESS BUILDS**



better location, so it tends to lead to a more satisfied guest," she says. "Satisfied guests mean repeat guests, so repeat business for the agent. [And] of course, we all know that word of mouth is the best recommendation. One satisfied guest will tell several others and business builds."

#### IT GOES BOTH WAYS

Loyalty and repeat business is a concept that also goes beyond the agent-client relationship. For example, Karisma Hotels & Resorts VP of Sales & Marketing Mandy Chomat urges agents to remember the agent-supplier relationship and demonstrate loyalty to their partners – especially those which offer programs, perks and incentives to do business with them. Karisma, Chomat points out, can only be booked through travel agents (not even OTAs) and offers agents a wealth of sophisticated marketing tools to help them sell and increase business to its resorts. "(We're) two mutual forces," he states. "Growing together!" \*



soar  
**above**  
your competition

**Does your Consortium provide you with:**

- Top profit-sharing levels in the industry?
- Award-winning marketing programs?
- Tools that make YOU money and drive efficiencies?
- New products and services with YOU in mind?
- A VOICE in the direction of your Consortium?

*Curious about your growth and earning potential as an Ensemble member?*

Contact us through [www.JoinEnsemble.com](http://www.JoinEnsemble.com) or call **416.367.3660**

 **ENSEMBLE**  
TRAVEL® Group

MEMBER-OWNED • MEMBER-RUN



# Clients tell all: Dhawa Cayo Santa Maria

When Dhawa Cayo Santa Maria opened in December 2016, it leveraged its white sandy beaches, stunning landscapes along the Caribbean Ocean, and warm beautiful people to appeal to Canadian travellers. It is the first property by Banyan Tree Hotels & Resorts to enter Cuba, and the first and only all-inclusive lifestyle resort with a private beach in the area. "Touting its chic design, an idyllic location and an edgy vibe, *CT Magazine* wondered how this new property was living-up to the hype. So, we tracked down a few recent visitors and posed the question: **What were the top experiences of your stay at Dhawa?** Read on to hear what they had to say so that you might understand its appeal and get a sense of how to position the property to different types of travellers.

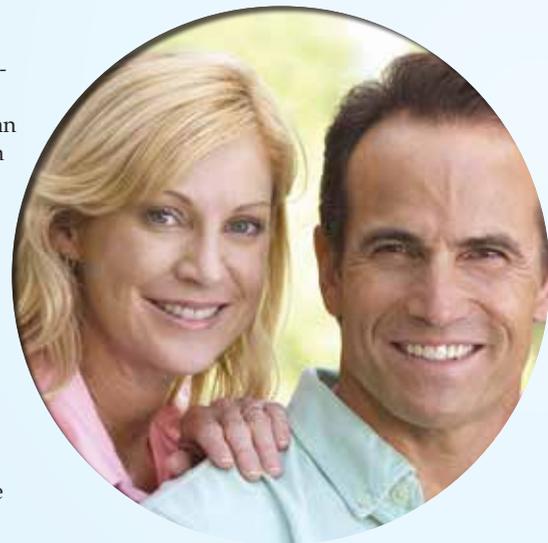


## Adult male #1

For me, the top experience was watching the kids' reactions to seeing the lobby for the first time, their room, the buffet and restaurants. If I had to pick another experience, it would be the catamaran day. The boat trip itself was great, but specifically snorkelling with the fish and being able to touch a dolphin were highlights for me.

## Adult female #2

Everything was so amazing. The adventures were great, like the catamaran trip to the dolphins with snorkeling stops along the way; hobie cat rides at the resort – getting sprayed with the ocean water as we zipped along; and the trip into Santa Clara to immerse ourselves in the culture and highlights of the city, which was topped off with an incredible lunch at Casona de Jover. These moments were all made so much more memorable because of the people helping us at each point – so friendly and kind, both on and off the resort. The food was also very notable. Everything was delicious, especially the desserts (like the bananas in caramel sauce and the meringue with chocolate pudding).





## Adult male #3

For me, the top three things were: 1. The people: Everywhere we went, we met friendly happy people. Whether it was on the resort or in the towns, everyone seemed to be happy to see us. 2. The food. Despite what we heard from others before we left, the food throughout the resort and the towns was amazing and full of flavour. 3. The calmness of the pace. There was no stress whatsoever as we went from activity to activity on or off the resort. Time seemed irrelevant and we could truly be on vacation.

## Adult female #4

Three favourites are so hard to determine but if being forced, I would say: First, the relaxing days spent in a beach chair by the pool or ocean enjoying the view, the drinks and the great food. Second, the fun evenings spent sitting on the comfy sectionals in the lobby playing games with family and friends. And third, the people. They were kind, helpful and hard working individuals who went out of their way to make sure we enjoyed our trip. They were excited to share their love of Cuba and its culture.



## 17-year-old female

One of my favourite things was the family-like atmosphere. Throughout our stay, we got to form a personal connection with the staff. They always remembered us and our family, and always had a positive energy.

Another thing I loved was the activities; every day, all day long, the activities director and his coworkers were putting 110 per cent into creating fun things for everyone to do, ranging from sports games to dance lessons to pool activities.

The catamaran boat ride was another top moment for me. The experiences I got to have while on that boat were amazing. We were able to learn and understand more about dolphins and how the marina helps with the rehabilitation of animals, while also playing with the dolphins. We were able to go snorkeling in some of the most magnificent spots, while forming connections with people from all over the world who were experiencing the same things with us. The catamaran gave me the opportunity to do so many amazing things in one day while enjoying non-stop amazing views.





## 14-year-old male

Cuba was amazing and there are so many memories; it's difficult to pick my favourites! Yet if I had to pick my top experiences from the trip, one would be getting to ride on the back of a dolphin as I swam around! Another one would have to be all the food. I ate at least five meals a day and it was awesome. The third is that every time I walked into our room at the resort, there was the most beautiful view of the ocean.

## 18-year-old female

My favourite experience on our trip to Cuba was the day spent on the catamaran. The snorkelling was beautiful with diverse marine life and coral. Meeting the dolphins and learning about them was an incredible experience. But what I loved most was laying at the front of the boat or sitting on the side, just enjoying the sunshine and spending time with my friends and family.

Another thing I loved about the trip was going into the cities and getting a small taste of Cuban culture. We walked the streets and looked through vendors selling their goods. The buildings were brightly painted, making the architecture very distinct. Visiting museums allowed us to have a better understanding of the history of the country.

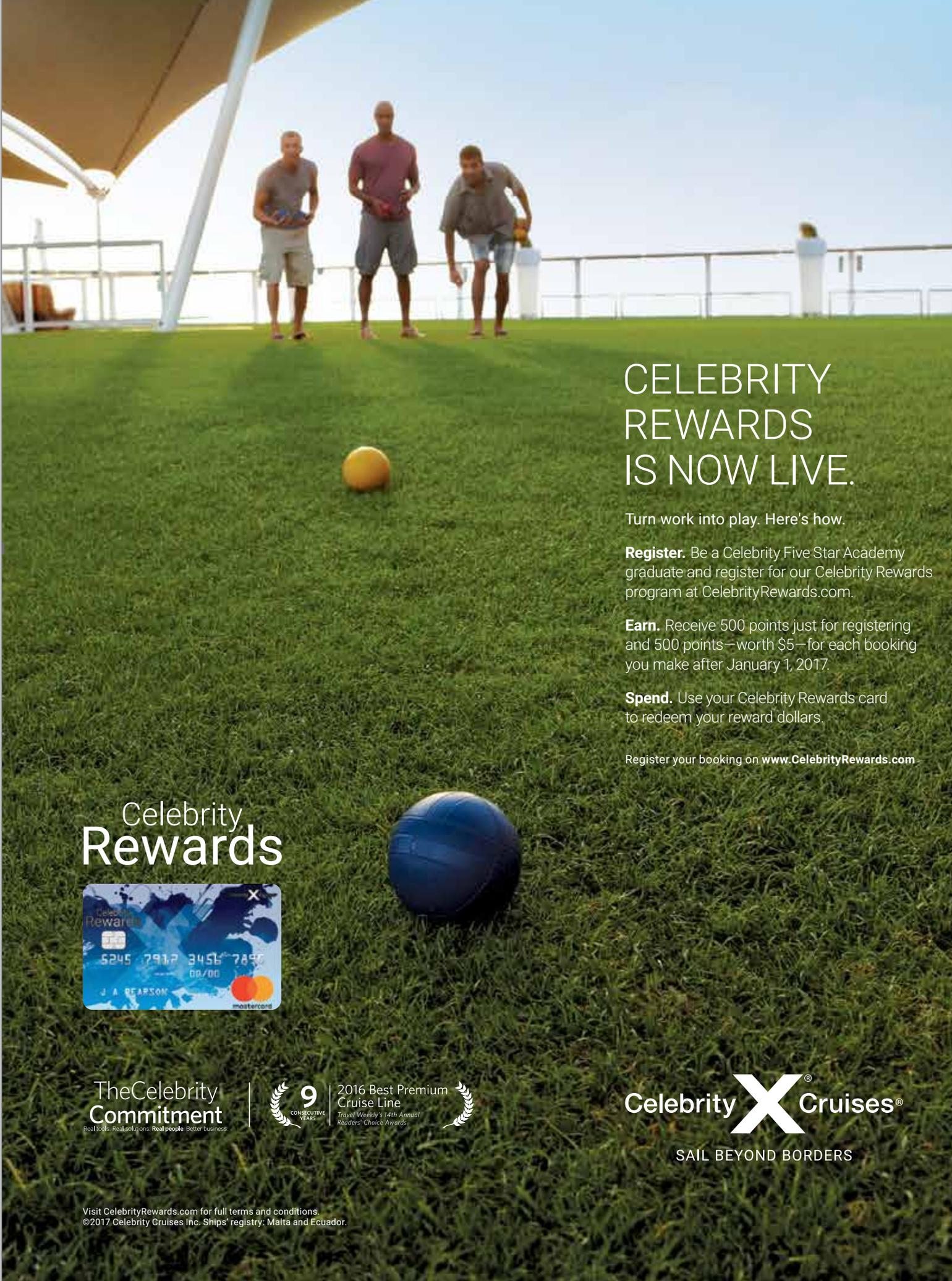
Lastly, I loved the friendliness of all the people working at Dhawa. It made our entire trip memorable and enjoyable. I got to practice my Spanish and get help with it and I loved that.



### DHAWA CAYO SANTA MARIA BY THE NUMBERS:

- ▶ There are 516 rooms at Dhawa Cayo Santa Maria.
- ▶ Ocean views are available from half of those.
- ▶ Room categories include: 246 Superior Rooms, 122 Deluxe Ocean View Rooms, 120 Premium Ocean Front View Rooms, 16 Junior Ocean Front View Suites and 12 Premium Ocean Front View Suites.
- ▶ Hungry? Find five restaurants on property.
- ▶ Thirsty? There are four bars to choose from.
- ▶ Stay occupied with the two swimming pools, a fitness centre, a Kids Club, two tennis courts and a basketball court.
- ▶ A 545-seat theatre offers complimentary daily 'live' entertainment.
- ▶ Dhawa Cayo Santa Maria is a 90-minute drive from Santa Clara International Airport. Air Canada Vacations, Sunwing, Transat, HolaSun & Caribsol are currently featuring the resort.





# CELEBRITY REWARDS IS NOW LIVE.

Turn work into play. Here's how.

**Register.** Be a Celebrity Five Star Academy graduate and register for our Celebrity Rewards program at [CelebrityRewards.com](http://CelebrityRewards.com).

**Earn.** Receive 500 points just for registering and 500 points—worth \$5—for each booking you make after January 1, 2017.

**Spend.** Use your Celebrity Rewards card to redeem your reward dollars.

Register your booking on [www.CelebrityRewards.com](http://www.CelebrityRewards.com)

## Celebrity Rewards



TheCelebrity  
Commitment

Real tools. Real solutions. Real people. Better business.



2016 Best Premium  
Cruise Line

Travel Weekly's 14th Annual  
Readers' Choice Awards



# Celebrity X Cruises®

SAIL BEYOND BORDERS

Visit [CelebrityRewards.com](http://CelebrityRewards.com) for full terms and conditions.  
©2017 Celebrity Cruises Inc. Ships' registry: Malta and Ecuador.



## COLLABORATIVE FEATURE

By CT Staff

# What you should know about the new EASY Program from Allianz Global Assistance

They say that knowledge is power, and when it comes to knowing how to effectively sell travel insurance, knowledge is also more value for your clients, not to mention, more peace of mind. In addition, having the ability to competently speak about a product equates to more confidence and therefore, a more effective sales process. Recognizing the connection to travel insurance sales, Allianz Global Assistance has introduced EASY, a new program meant to enhance your travel insurance knowledge and expertise.

#### HERE ARE THE BASICS:

- ▶ EASY is a learning and development program available exclusively to partners of Allianz Global Assistance, designed for travel insurance advisors.
- ▶ It provides a learning path to aid in your development of a strong knowledge base and acquire the skills necessary to confidently offer travel insurance to your clients in your day-to-day, and maximize your sales potential.

#### AND HERE'S WHAT IT OFFERS:

- ▶ Four engaging course levels, each of which are learner-driven and on-demand (pause + play), plus mobile-ready with interactive multi-media learning aids.
- ▶ Regularly refreshed course content reflecting today's dynamic business environment.
- ▶ Built-in Continuing Education credits.

But that's only scratching the surface. To learn more about the new EASY Program, *CT Magazine* connected with **Karen Cullen**, national director of business development at Allianz Global Assistance, who offered-up the following insider insight.

### WHY SHOULD TRAVEL AGENTS TAKE INTEREST IN ALLIANZ GLOBAL'S NEW LEARNING PROGRAM?

Learning is a lifelong process that helps to build knowledge, confidence and comfort. This is especially true when it comes to travel insurance, and travel agents should offer it to their clients at every sale. With everything happening around the world lately, it's more important than ever to ensure clients are protected when they leave their home province. Besides, having a positive learning experience instills confidence and accomplishment, which travel agents can take into those valuable conversations with clients.

### WHAT SETS YOUR LEARNING PROGRAM APART?

Our EASY Program offers product training and a lot more. Agents can enhance their product knowledge, build practical skills and apply sales concepts in their day-to-day when having conversations with their clients about travel insurance. They'll also find tools to help track and measure the success of their travel insurance sales. One thing we're really proud of is the giving back aspect of our learning program. If an agent completes the entire EASY Program, we will make a corporate donation to Inspire, an Indigenous-led charity that invests in the education of Indigenous people for the long term benefit of these individuals, their families and communities, and Canada.

### WHAT ARE THE BENEFITS OF THE PROGRAM FOR AGENTS?

Our signature online platform puts agents in the driver's seat with a flexible course set-up and bite-sized chunks of learning which can easily fit into an agent's day. We offer Continuing Education (CE) credits to help keep our partners current on a competitive product suite that includes Trip Cancellation & Interruption, Emergency Hospital & Medical and Visitors to Canada plans. We also walk the agents through our four-step sales process to help them sell with confidence. The platform is mobile-ready with many

interactive multi-media learning aids to keep things interesting and fun. (Yes, we said fun!) We know we'll put a smile on our agents' faces at some point through the program.

### GIVE US AN EXAMPLE OF HOW YOUR PROGRAM CAN BE USED NOW.

We're at the height of Visitors to Canada (VTC) season; and with Canada's 150th anniversary coming up, the country is set to welcome more than 20 million visitors this year. In addition, both Lonely Planet and the New York Times have tapped Canada as the number one destination in the world for 2017, so we're looking pretty good right now! The EASY Program has an interactive course on our VTC plan that will help travel agents understand this product in detail by reviewing the eligibility, benefits, and exclusions so they can confidentially discuss the product with their clients. These are all nicely matched up with our four-step sales process to create a clear way for agents to touch on all the key plan benefits. We've included VTC in our sales module where agents can see videos on how to offer this very important coverage and have a comfortable conversation with their clients.

### DO YOU HAVE ANY OTHER SALES TIPS FOR TRAVEL AGENTS ABOUT VISITORS TO CANADA TRAVEL INSURANCE?

Absolutely! VTC can be ideal for tourists, visiting family and friends, immigrants, foreign workers and SuperVisa applicants. Agents should look for signs that their client might be interested in VTC travel insurance and use the following natural lead-ins to start a conversation about VTC travel insurance:

- ▶ "I'm looking for a Canada tour package."
- ▶ "I have friends / family coming for a visit."
- ▶ "My parents often travel here with a SuperVisa."

For more information on EASY and how the program helps partners maximize their sales potential, contact Karen Cullen at [karen.cullen@allianz-assistance.ca](mailto:karen.cullen@allianz-assistance.ca).



## THE FOUR-STEP SALES PROCESS

To effectively connect the travel insurance policy conversation to your clients, here is a preview of Allianz Global Assistance's four-step sales process:

### STEP 1.

Qualify your client through eligibility.

### STEP 2.

Review with your client and tailor the features and benefits.

### STEP 3.

Inform your client of the exclusions and manage expectations (travel insurance doesn't cover everything).

### STEP 4.

Affirm your client has made a good choice to protect their investment and well-being.



## COLLABORATIVE FEATURE

Compiled by CT Staff

# Selling Martin County, Florida

The Treasure Coast's 'hidden gem'

Orlando, St. Pete, Fort Lauderdale, Miami, Martin County... The latter doesn't quite roll off the tongue of most Canadians when planning a Florida holiday. Yet, this "hidden gem" in the southern part of the state has a wealth of opportunities and experiences to appeal to visitors of all ages and interests. Located north of West Palm and south of Port St. Lucie, Martin County is a sparkling jewel along Florida's Treasure Coast, bordered by Lake Okeechobee to the west and the Atlantic Ocean to the east. We checked in with Martin County Tourism's **Nerissa Okiye** to get the lowdown on this high-flying destination:



### WHY VISIT MARTIN COUNTY?

It's a real Florida gem that celebrates its small towns and beautiful natural landscape from oceans to rivers to lakes, and everything in between – minus the crowds! Building restrictions have limited structures to four stories, preserving breathtaking views throughout the county, yielding Old Florida charm accented with Key West style. Stuart, the county seat, is the first town in Florida awarded the "Happiest Seaside Town in America" title.

### WHO SHOULD GO?

Martin County is unique in the diversity of its offerings, and all within the county. There is something for everyone:

▶ **NATURE LOVERS:** Beautiful beaches, over 77 parks, preserves and refuges make the area an ideal destination for outdoor lovers. The St. Lucie Inlet is the most bio-diverse lagoon ecosystem in the Northern Hemisphere.

▶ **FAMILIES:** Kids can fish, surf and have unique educational adventures, while mom and dad can watch the action or relax seaside in a place known for its beaches, shopping and culinary offerings. "Camp-cation" is a new alternative to travel and is a win-win for both children and adults.

▶ **CULTURE VILTURES:** Signature events include the Stuart Boat Show, Artsfest, Stuart Sailfish Regatta, Dancin' in the Streets, Indiantown Rodeo, Stuart Air Show, Pineapple Festival and Taste of Jensen.



There are also free weekly concerts along the river and unique performances at the historic Lyric theatre.

▶ **SPECIAL INTERESTS:** From fishing and sailing, rowing and equestrian to agritourism and farm-to-table.

### MARTIN COUNTY SEEMS LIKE THE PERFECT UPSSELL OPTION...

Located less than two hours from Orlando, we are the perfect location to disconnect and exhale after your clients have had their fill of theme parks. We are also less than two hours from Miami, so visitors can relax a little before hitting the big city. And we are less than three hours from Naples, for those who want to plan a longer east coast-west coast experience.

### ARE THERE ANY MISCONCEPTIONS ABOUT MARTIN COUNTY?

People may not understand the complexity and diversity of the tourism product we offer... (and) many people have not heard of our area and do not understand what a hidden gem we are. ✨

### NEED TO KNOW

▶ **GETTING THERE:** Encompassing the communities of Port Salerno, Stuart, Palm City, Jensen Beach, Indiantown, Jupiter Island, Hobe Sound and Hutchinson Island, Martin County is two hours or less driving time from international airports in Palm Beach, Fort Lauderdale, Miami and Orlando.

▶ **WHEN TO GO:** The busiest months are January to March. Most Canadians visit during the winter, but the best savings can be found during summer and fall.

▶ **ACCOMMODATION:** Brand name hotels are readily available and there are lovely smaller properties including boutique hotels, B&Bs and self-catering units.

▶ **WHAT'S NEW:** Opening this summer, the 184-room Hutchinson Shores Resort & Spa will allow travellers to escape the hectic rush of modern life and settle into the laid-back coastal cool. The resort will feature two oceanfront restaurants, two swimming pools, and a signature spa.

### Agent resources:

[www.discovermartin.com](http://www.discovermartin.com); @DiscoverMartin

# 1 way to travel safely

## How can we help?

Annual vacations are very important to 70% of Canadians\*.

The world though, can be an uncertain place with unexpected twists and turns. Protect yourself. Travel with Allianz Global Assistance.

- Emergency Medical Insurance
- Trip Cancellation & Interruption Insurance
- Baggage Loss Insurance
- 24/7 Emergency Assistance

**Contact your trusted travel insurance advisor today.**

**Global Assistance**

**Allianz** 

Visit us today at [www.allianz-assistance.ca](http://www.allianz-assistance.ca)

\* Source: Ipsos Survey conducted on behalf of Allianz Global Assistance Canada (Nov.2016)  
Travel insurance does not cover everything. Please refer to the policy booklet for full terms and conditions. Travel insurance is underwritten by CUMIS General Insurance Company, a member of The Co-operators group of companies and administered by Allianz Global Assistance. Allianz Global Assistance is a registered business name of AZGA Service Canada Inc. and AZGA Insurance Agency Canada Ltd.

Surfside  
FLORIDA

FROM  
SPA TIME

TO  
SUNSHINE

MIAMI'S  
UPTOWN  
BEACHTOWN

VisitSurfsideFL.com

bluegreenvacations<sup>SM</sup>  
Soak. Surf. Sober.

FOUR SEASONS  
HOTELS  
AND RESORTS  
A LUXURY MARRIOTT COMPANY

VISITFLORIDA

GRAND BEACH HOTEL  
SURFIDE

Residence  
by  
Marriott

Sun Harbour  
HOTELS & RESORTS



## COLLABORATIVE FEATURE

By CT Staff

# Take 5 with Heather Colache, MEET AC

As summer is just around the corner, Atlantic City is vying for Canadian business. So how do you know if it might be right for your clients? We spoke with **Heather Colache**, leisure group sales manager, for her take.

### What's new in Atlantic City and what's going on this summer?

Atlantic City has just announced P!NK in concert on the beach July 12, 2017 and Atlantic City's signature event *Thunder Over the Boardwalk* free airshow, August 23, 2017. Stay tuned for more summer announcements.

### Who is the client?

Atlantic City is a multi-dimensional destination with visitors ranging from students who attend and cheer-on our wrestling events and young professionals who visit on the weekends for the nightlife, to the visitors who love to take motor coach trips to AC and those who come to spend time in the casinos and stroll the legendary Atlantic City Boardwalk.

### What is your elevator pitch as to why clients should visit Atlantic City this summer and why travel agents should sell it?

Atlantic City is a year-round destination that offers a wide range of accommodations, from seven luxurious casino resorts to brand name hotels like the Sheraton and Courtyard by Marriott. Boutique hotels like Claridge Hotel (a Radisson property) and Showboat Hotel, in addition to bed and breakfasts by the sea, are also available. Travellers will find unique year-round attractions as well as seasonal options. Among the breadth of activities are: fishing, dolphin watching, the Steel Pier, tax-free shopping in more than 100 outlets within walking distance of the beach and boardwalk, dining to fit any budget, non-stop entertainment (off-Broadway to concerts), rodeos and festivals. Of course, white sandy beaches and the salt air from the Atlantic Ocean make Atlantic City the best place for your client's next vacation.

## NEED TO KNOW

1. Atlantic City is an island surrounded by water, with a year-round population of 40,000.
2. Atlantic City is one of two shore towns in the U.S. that have free and protected white sandy beaches.
3. There are seven casinos in Atlantic City: four on the boardwalk and three in the marina.
4. Value season is November through March.
5. Victorian Cape May and Historic Smithville are a short drive away, as are trolley tours, history walking tours and 22 golf courses.
6. The New Jersey Wine Trail starts in Hammonton, which is within a 20-minute drive.
7. Find more "need to know" facts, plus packages and added value options by visiting [www.touratlatniccity.com](http://www.touratlatniccity.com). A calendar of events is available at [www.atlanticcitynj.com](http://www.atlanticcitynj.com) and is updated daily.
8. Call Meet AC, the destination marketing organization for Atlantic City, if you have any questions or require more information to curate a great trip for your clients: 609-449-7151.

### What misconceptions might exist about Atlantic City and what is the reality?

People often think that all the casinos have closed. In truth, there were 12 and now there are seven, with two more to reopen within the next year. Of the others, one is now a hotel and the remainder are currently closed with no plans to reopen in the near future. Another misconception is that the city is not safe. However, the local government and city have taken steps to ensure that visitors have a great experience with the introduction of the Atlantic City Ambassadors, who wear park ranger-like uniforms and patrol the boardwalk and city streets. They are available to answer questions, give directions and ultimately, help visitors have a great time in Atlantic City.

### What are "insider secrets" travel agents can pass on to their clients for a unique getaway?

There are several "secret" restaurants (White House Sub Shop, Angelo's and Chef Vola, to name a few), all of which are amazing. Rolling chairs on the boardwalk are a fun way to travel and see the sights. Another good tip to pass on to clients: You can keep your parking ticket from any casino and park free within 24 hours of the date stamp at another casino. And for those looking to extend their experience and branch out a bit further, Atlantic City is one hour from Philadelphia, 2.5 hours from New York City and three hours from Washington, D.C., so there are a variety of great day-trip options. ✨



## COLLABORATIVE FEATURE

Compiled by CT Staff



# Mukilteo: How to say it & why to sell it

### NEED TO KNOW

- ▶ Mukilteo is a small city on a peninsula with water and mountain views surrounding you.
- ▶ Its location provides easy access to both Seattle proper (about 48 kilometers away) and the Eastside (Bellevue/Redmond - 42 kilometers).
- ▶ Mukilteo offers great beaches, forests and trails with the flavour of the Pacific Northwest but within close proximity to city life.
- ▶ There are a number of quality restaurants and bars in Mukilteo, some of which offer views of the water. There is even a local microbrewery and alehouse adjacent to Lighthouse Park.
- ▶ The climate is mild year-round; it does not get too hot in the summer and there is nearly always a gentle sea breeze. The city rarely sees snow in the winter and is a pleasant and picturesque spot whether it is raining or sunny.

When asked if there are any misperceptions about Washington's Mukilteo, destination representative Arnie Hammerman quipped, "It's usually a mispronunciation, not a misperception."

**M**ukilteo can be hard to say and spell for many, he admitted, so perhaps the first thing to know as a travel advisor interested in selling the destination is how to avoid that mistake. For the record, it is pronounced **Muck-il-tee-oh**. Try saying that five times fast!

Now, you can start selling. But how exactly does Mukilteo appeal to different types of travellers? Hammerman suggested travel agents focus on three target markets:

#### FAMILIES:

With an array of parks, festivals and activities, Mukilteo makes for a good family vacation destination. It is a picturesque location with water and mountain views all around, and plenty of activities to choose from. Lighthouse Park stretches across 14 acres and features a walking path along the sand and driftwood beach, picnic shelters with BBQs, a playground for young kids, a volleyball court, a boat launch ramp, and beachside fire pits. The beach itself is also a major attraction, and visitors can enjoy it all year-round, even with cooler winter temperatures. Japanese Gulch, a 140-plus acre urban forest with hiking and mountain bike trails throughout, is also a popular spot for families. Other notable activities include TRAX, the indoor go kart racetrack; the new High Trek Adventures, a rope and agility course with zip-lines; the Harbour Pointe Badminton Club, where travellers might enjoy a lesson or a game; and Harbour Pointe Golf Club, which features 18 holes, some with spectacular views.

#### OUTDOOR ENTHUSIASTS:

Clients with a penchant for the great outdoors will find plenty of opportunities to enjoy Mukilteo. Kayaking, boating and other beach activities are all popular in the area and nearby mountains provide easy access to river rafting, skiing and fly fishing. Mountain biking and hiking will give clients a taste of the forest close to town, as both Japanese and Big Gulches provide miles of trails at different levels of difficulty. Travellers can take day trips from Mukilteo into the Cascade Mountains, where they will find more advanced hiking trails with waterfalls, hot springs, and old growth forests along the way. Sightseeing on Whidbey Island via ferry, kayak or boat is another popular choice for visitors to Mukilteo. "Mukilteo means 'good camping ground' according to ancient Native American lore and it remains a peaceful and beautiful place to stay," Hammerman says. "Surrounded by water with views of Whidbey, Hat Island, and Mount Baker (snowcapped all year), as well as the Olympic Mountains, the natural scenery makes Mukilteo special."

#### AEROSPACE ENTHUSIASTS:

There are four aerospace museums adjacent to, and easily accessible from, Mukilteo including the Museum of Flight Restoration Center & Reserve Collection, Historic Flight Foundation, Flying Heritage & Combat Armor Museum, and the Future of Flight Aviation Center and Boeing Tour. These are some of the top aviation museums in the world, according to Hammerman, making Mukilteo a perfect choice for aviation enthusiasts of all ages. Time the trip right for clients to take part in Paine Field Aviation Day, an event in which vintage aircraft take to the skies. Tank Fest NW is another popular event with vintage aircraft and armament on the move. ✨



**THE ONLY WORK  
ALLOWED IS ON  
YOUR TAN.**

**JAMAICA**<sup>®</sup> HOME  
OF ALL  
RIGHT

[visitjamaica.com](http://visitjamaica.com)



**COLLABORATIVE FEATURE**  
Compiled by Terrilyn Kunopaski

# How to go luxury with Goway



Conrad Resort Maldives Private Beach Dinner, Relax at Silky Oaks Lodge (inset)

It might be a millennial couple going on their honeymoon in Bora Bora, a multi-generational family taking a privately guided tour in Asia, or a retired couple cruising in the Galapagos; luxury clients come in all shapes and sizes, and it's your job to help them determine the vacation that will fit them best.

CT Magazine recently spoke with Shirley Rourke, wholesale manager at Goway Travel, which she says has a range of "tried and tested" product to appeal to high-end travellers, and a team ready and willing to aid travel advisors in selling luxury product. But what makes Goway an ideal partner? Here's what you need to know to start out:

- ▶ Goway has a variety of luxury offerings within its brands (Asia, Africa, Central & South America, Downunder, Europe and Idyllic Islands).
- ▶ Each of Goway's brands offer "Stays of Distinction," which are options chosen for their uniqueness, hospitality and quality of service, often in stunning locations. ("Many are the finest accommodation you will find and include private and small group touring for a truly unique special experience," Rourke says.)

- ▶ Luxury to Goway is not just accommodation but also the ingredients that go into its touring experiences, from group or private tours to rail journeys and cruises. Examples are *Belmond's Eastern & Oriental Express*, which plies its way through countries such as Malaysia and Thailand; *Rovos Rail*, which offers a "luxury vacation on wheels" through South Africa; the *Road to Mandalay* cruise ship, which sails through the wonders of Myanmar; and the *Aqua cruise vessel*, which sails along the Amazon River.
- ▶ If it needs to be said, keep in mind that selling luxury travel means more commission and more interesting products to sell.

## HEY, BIG SPENDER!

At the top end is Goway's *Cape to Cairo Journey of a Lifetime*, an epic 32-day itinerary that includes some of the most spectacular scenery and experiences on the planet. The price tag? US\$49,999 per person.

## INSIDER TIPS:

- ▶ Have a client who wants high-end experiences on a budget? For affordable luxury, look to Asia, a continent that offers spectacular experiences at a fraction of the price found around the rest of the globe.
- ▶ Trying to plan a one-of-a-kind honeymoon? Goway has curated unique options, including over-the-water bungalows in the Maldives and the islands of Tahiti.
- ▶ Want to make your clients feel like movie stars? A top selling high-end Australia itinerary is *Ultimate Australia - Sydney, Ayers Rock and the Reef*. Cruise Sydney Harbour like a local with no more than 10 guests, stay in a luxury tented camp at Uluru (Ayers Rock) with private touring, and then relax in the rainforest and out on the Barrier Reef in true luxury.
- ▶ Planning a family vacation but mom and dad need some space? Goway offers luxury family getaways that include the nanny, so that everyone – even the parents – get time to relax.



## TAKE 5

### WITH SHIRLEY ROURKE

Wholesale Manager at Goway Travel



#### ASK AN AGENT:

Colette Trabucco, owner of Creative Travel and Tours, frequently curates high-end trips with Goway. "Having experienced sales agents is key to why I work with Goway for selling luxury travel," she tells *CT*.

Among her bookings, Trabucco says she has arranged a number of Australia/New Zealand bookings with at least some luxury components included. "The average price per couple when travelling for six weeks is \$30,000," she says, adding, "I had the opportunity to build a single traveller itinerary in Tasmania. The average price was \$1,000 per day, which included nine nights at six-star accommodations and car rental."

What advice does Trabucco have for other travel advisors interested in getting into the luxury space? "First, don't assume that clients can't afford a luxury trip," she says. "I always put a wish list quote together for clients to see how I can incorporate some luxury experiences when sometimes they think they can't afford it. Clients tend to get excited when it is in front of them."

#### Why might travel agents choose to work with Goway when it comes to selling luxury experiences, versus other options in the market?

Some of the other options in the market only cater to luxury, or only cater to luxury group travel, or are specialized just in one or two destinations. Goway provides the client choice: we have six specialty brands offering over 90 countries, all styles of travel, and 47 years of experience doing it! We appreciate that not all luxury clients want the same thing. Some may wish to combine a five-star experiences with an adventure product and we fully cater to that. For agents, they do not need to call multiple operators as we are their 'one stop shop' and can arrange everything.

#### What educational resources exist to help travel agents build their luxury business with Goway?

We have weekly webinars which help train agents on all our destinations and products. Our team of destination experts undergo a serious training program and are therefore very knowledgeable and make the quoting and booking process easy for agents. Our destination experts travel to the areas they sell regularly, and are able to offer personal tips on the destinations, be it restaurant suggestions or must-do attractions that may be off the beaten track and which agents may otherwise not necessarily know about. We also offer FAM trips to our agents so they too can experience first-hand what they are offering to their clients. In addition, we host events throughout the year in conjunction with our partners, whereby agents can come to meet the suppliers and learn about their products directly.

#### How does Goway work with agents and their clients to help close the sale?

We ask a lot of questions. We want to get to know the clients; their likes, dislikes, interests, reason for travelling. Only then can we help personalize a trip for them. We create a customized quote then work together with the agent to fine tune it into the perfect trip. It's team work! If an agent is new to a destination or needs some assistance, we recommend the agent invites their client into a conference call with Goway. Our brochures are free for the agent or client and are great resources, as is our extensive website. We offer agents personalized marketing material on [gowayagent.com](http://gowayagent.com) to help them sell, a Goway Rewards card once they have booked, and we offer their repeat Goway clients a discount on vacations with us.

#### What are common questions you receive from travel advisors?

##### How do you address these questions/concerns?

Often, agents are afraid to upsell or offer luxury products because they often do not believe they have this type of client. In our experience, just because a client has seen a cheap vacation deal and has requested that from their agent, it does not mean that this is the right product for the client. Recommendations are powerful.

##### How can travel agents "upsell" luxury getaways with Goway?

Most of our packages can be customized so there are a lot of ways an agent can upsell with Goway. Agents can offer their clients hotel or room upgrades, VIP meet-and-greet services or fast-track arrival, upgrades to Premium Economy, Business or First Class airfares, upgrades to private touring and specialty excursions (think: a hot air balloon safari in Africa or in the Outback of Australia; private island dinners in the Maldives; palace stays in India; and helicopter visits over Iguassu Falls). If clients can dream it, we can deliver. We also offer VIP luggage bags and ticket wallets. ✨



## PRODUCT EDUCATION

By Michael Baginski

# CANADA 150: A special day at the park



Grasslands National Park, Saskatchewan

**W**ith many destinations currently unsettled by politically-inspired trauma and the Canadian loonie languishing about a 25 per cent below U.S. equilibrium, there's never been a better time for a staycation. It's convenient, then, that this country also happens to be celebrating the 150th anniversary of Confederation in 2017, which – though centred naturally on July 1 – has inspired a full year-long bonanza of events across the country. Central to the Canada 150 celebration is Parks Canada (PC), a department of the federal government, which is inviting all Canadians to “experience nature and learn more about our history” and, just maybe, discover new places and hidden gems for the first time along the way.

### WHY GO?

Let's start with something we don't hear very often: it's FREE. It's true: In 2017, admission fees have been waived to all national parks, national historic sites and national marine conservation areas operated by Parks Canada.

And free or not, Parks Canada reminds that these places “represent the very best that Canada has to offer and tell stories of who we are, including the history, cultures and contributions of Indigenous peoples... and help shape the best that Canada can be in the future.”

A host of programs and initiatives have been designed by Parks Canada for the Canada 150 celebration (see “What to do” sidebar) to help Canadians experience their rich heritage “in a special way.”

### WHO?

Who wouldn't love a day at the park? As such, Parks Canada locations offer a wide range of activities and experiences for different demographics. Prime among them:

- ▶ **Outdoor enthusiasts** are a natural fit, and there is an opportunity to let these clients know about new places to explore. For example, Mingan Archipelago National Park Reserve in Quebec offers spectacular hiking and kayaking opportunities amid colossal limestone outcroppings, while Grasslands National Park in Saskatchewan is one of the darkest and largest Dark Sky Preserves in the country.



Standing Buffalo First Nation Powwow

- ▶ **Families** are another key demographic. Many national historic sites offer family-friendly programming, such as Fort Langley National Historic Site in B.C., where kids can try the Xplorers program (available at more than 50 locations across the country!), and the Halifax Citadel National Historic Site in Nova Scotia.
- ▶ There are also plenty of great opportunities for **young Canadians** to explore the country. Parks Canada has a website section dedicated to youth, featuring brag-worthy experiences they can try out with friends: <http://pc.gc.ca/en/voyage-travel/experiences/jeunes-youth>.

### SELLING TIPS

Canada is a massive country with many wonderful things to see and do, but sometimes we take for granted options that are close to home because they don't seem exotic enough. However, the diversity in this country is amazing!

- ▶ Suggest new places and experiences in different parts of the country that clients may not have thought about. Parks Canada has created a list of "hidden gems" that can help: [www.pc.gc.ca/en/voyage-travel/conseils-tips/meconnus-gems](http://www.pc.gc.ca/en/voyage-travel/conseils-tips/meconnus-gems). Some clients may not always realize that a destination in a another province will give them a completely different experience from what they're used to.
- ▶ Pictures really can speak a thousand words! Showing clients pictures of a destination may inspire them to consider it as a top travel choice.
- ▶ Of course, this year, Canada's 150th is a great selling feature. Why not take the opportunity to encourage clients, as Canadians, to explore our own country?

### TRADE SECRETS

In 2017, admission is free to national parks and historic sites, but normally Parks Canada offers volume discounts for commercial group admissions, ranging from five to 15 per cent off the commercial group rate. For FIT clients, there is a 10 per cent discount off bulk orders of 100 or more daily on national entry passes.

- ▶ **Planning tools:** Start with the recently updated travel trade section at [parksCanada.gc.ca/traveltrade](http://parksCanada.gc.ca/traveltrade). Information is continually added, so check back often.
- ▶ The "Plan Your Visit" section ([parksCanada.gc.ca/visit](http://parksCanada.gc.ca/visit)) provides links to book campsites, accommodations, and some experiences; "Travel Tips and Ideas," gives good information about new experiences to suggest to clients as well as more practical tips, like how to stay safe around wildlife.
- ▶ If clients are interested in a specific national park or national historic site, the local websites for those places provide detailed information such as hiking guides, dates and times of tours and programs, what to see and do, and more. A full list of Parks Canada places is found at: [www.pc.gc.ca/en/voyage-travel/recherche-tous-parks-all](http://www.pc.gc.ca/en/voyage-travel/recherche-tous-parks-all).
- ▶ Published guides to the National Parks and National Historic Sites can be found at: <https://parksCanadaShop.ca/collections/guide-to-parks>.
- ▶ **Contact:** Travel agents with questions about places and experiences are invited to contact Parks Canada directly at [tourism.tourisme@pc.gc.ca](mailto:tourism.tourisme@pc.gc.ca). ✱

## WHAT TO DO AT PARKS CANADA LOCATIONS

Parks Canada offers a variety of experiences at national parks, historic sites, and marine conservation areas across the country. Travel agents looking to plan trips for clients can find information curated by region or by type of experience at [www.pc.gc.ca/en/voyage-travel/region](http://www.pc.gc.ca/en/voyage-travel/region) and [www.pc.gc.ca/en/voyage-travel/experiences](http://www.pc.gc.ca/en/voyage-travel/experiences). Other opportunities include: Canadian Signature Experiences: Parks Canada offers eight experiences, such as the Skyline Sunset Hike at Cape Breton Highlands National Park, in various places, and other tourism suppliers offer many more. Go to: <http://pc.gc.ca/en/voyage-travel/experiences/signature-experiences-distinctives>.



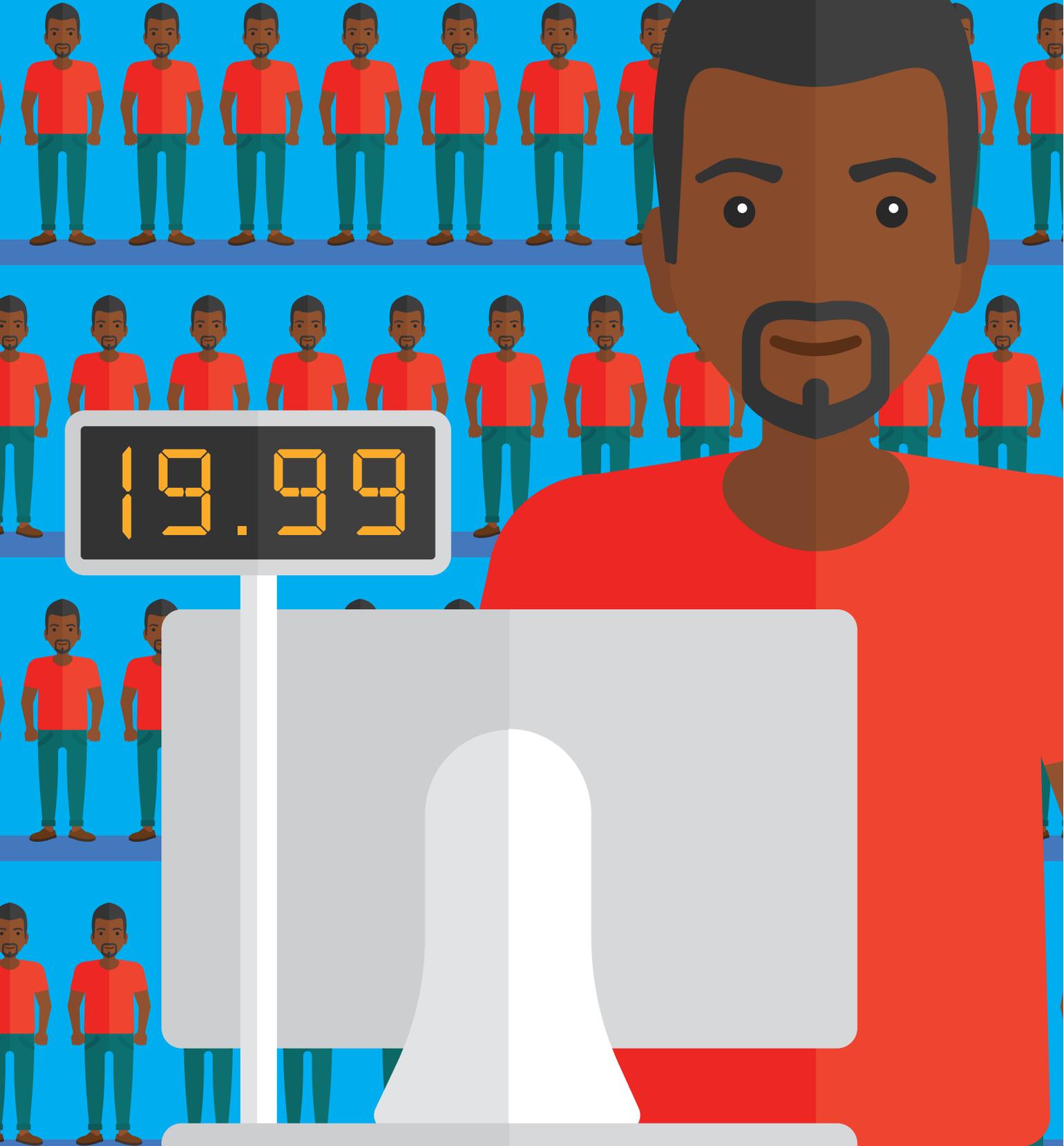
Cape Breton Highlands National Park

- ▶ **LEARN-TO CAMP:** Expanded for 2017, this program enables low- to medium-income families to experience the outdoors by introducing first-time campers to the Canadian camping experience.
- ▶ **INDIGENOUS STORIES AND EXPERIENCES:** Parks Canada is working with Indigenous communities near or adjacent to Parks Canada places to develop and deliver 40 interpretive activities or experiences.
- ▶ **CENTENNIAL OF NATIONAL HISTORIC SITES (NHS100):** The centennial of Canada's historic sites is happening concurrently with Canada 150. The NHS 100 promotes historic sites as unique destinations in 2017.
- ▶ **CONSERVATION AND SCIENCE:** Protecting and promoting ecological integrity is a priority for Parks Canada and this year visitors can help celebrate successes and advance protected areas and biodiversity. Parks Canada is also continuing its partnership with the Canadian Wildlife Federation to host bio blitzes across Canada.



## BUSINESS DEVELOPMENT

By Robin Camarote



# The surprising trick to SELLING YOURSELF

Tip: Don't talk about yourself at all.

Selling a product or service requires selling a bit of yourself. This typically takes the form of a capability statement, briefing, or marketing sheet. It's your written argument for why the customer should buy from you.

**T**HE MOST COMMON MISTAKE PEOPLE MAKE when selling themselves is they sell themselves. Wait, what? That doesn't make sense, does it? Turns out, selling yourself effectively requires you to share very little about yourself and instead, sharing how you're going to solve your customer's problem. Selling yourself is all about your potential customer.

Potential customers don't care about the things we think they will. They don't care about where you went to college. They don't care about how long you've been in the business. And they really don't care about your proprietary four-step process. All they want to know is this: Does she understand my problem and can she fix it?

## AS A WOULD-BE BUYER, I NEED YOUR COMPETENCE – NOT YOUR RÉSUMÉ.

Pull out your capability statement. If you don't have one, do a quick internet search for "capability statement" to see hundreds of terrible examples.

- ▶ Does your statement start with the words, "We were founded in ..."? Scrap them.
- ▶ Do you go on to share anything about the number of employees and their technical skills? Delete this.
- ▶ Have you included any statements about being "customer-oriented" or "mission-focused"? First, call me to explain what these mean, and then get out your red pen. You're trashing all of this, too.
- ▶ Lastly, do you mention a multi-step approach or methodology that includes gathering information, doing some analysis, and making any recommendations? Don't waste your customers' time with the nuts and bolts. Delete, delete, delete.

## NOW THAT YOU HAVE A CLEAN SLATE, START AGAIN.

- ▶ **Start with why;** not your "why" but your customers' "why." What's their problem and why do they want to solve it right now?
- ▶ **Have perspective.** Establishing credibility is less about what you've done and learned in the past and more about how you view the present. There is no right or wrong answer here, but you must be prepared to offer a recommendation. What do you believe will be the most promising path to solving your customer's problem? You'll lose potential customers who don't share your worldview while eliminating doubt that you're the right solution among those who do.
- ▶ **List the opportunities and risks of not acting now.** Your customers inherently know these. Listing them validates their concerns and spurs action.
- ▶ **Talk about results.** In the most honest and uncomplicated way possible, list the results your customers will see after buying with you. The most compelling ways to do this are to show them or to have someone else tell them through testimonials.

It's counterintuitive: The best way to talk about yourself and your business is not to mention yourself at all. Focusing on your customers, their needs, and potential results is key. This is how you establish your credibility: through understanding them, not by listing your past education, experience, or well thought-out methodology. Customers don't want your life story; they want to know that you can fix their problem – and that's what your capability statement should be all about. ✱

This article was originally published on Inc.com. Robin Camarote is creator of YouTube's *Just One Thing* and co-founder of Federal MicroConsulting, [www.FederalMicroConsulting.com](http://www.FederalMicroConsulting.com).



## IMPACT

By Britney Hope

Brought to you by The Travel Corporation



# Who cares about sustainable travel?



**C**onsumer interest in sustainable tourism is growing, but at this point, it's unlikely you'll have many clients asking specifically for a cruelty-free, community-focused vacation. This is because the many choices of sustainable travel are still relatively misunderstood.

In fact, Matthias Beyer, managing director of mascontour GmbH, a sustainable tourism consulting firm, stated at this year's ITB Berlin that while consumers are aware of sustainable tourism, there's still a gap between their awareness and their buying behaviour. The key to selling sustainable travel effectively, Beyer concluded, is for travel advisors to bridge that gap themselves.

Likewise, a study by market research provider, Euromonitor International, found that the best way to pique clients' interest in making more responsible travel choices is to inform them about their options without overwhelming them with too many details.

While this means familiarizing yourself with the ethos of sustainable travel so you can communicate effectively, selling it to clients is not as complicated as you might think; like other complex products, it's all about understanding the experience and pairing it with the right client.

So how do you know which travellers might be receptive to a sustainable product? Start with identifying your client's primary travel style, and then determine what variant of sustainable tourism will appeal most. Here's a breakdown of some different travel types whose interests fall in line with sustainable tourism's ideologies – they just may not know it yet.

### MILLENNIALS:

According to an article by Travel Technology & Solutions (TTS), millennials are more likely to be interested in giving back to the destinations they visit, due to their strong sense of social responsibility and desire to help people. This demographic's buying habits are how they express their values and concerns.

### NATURE LOVERS:

Consumers who enjoy the wonders of the planet are more likely to be interested in measuring their footprint when they travel. Arguably an easy sell, sustainable tourism promotes this group's ability to visit – and revisit – the world's most incredible destinations.

### TRANSFORMATIVE TRAVELLERS:

While these consumers are often affiliated with experientially-inclined millennials, it really comes down to a specific buyer's personality. Transformative travellers view tourism as an opportunity for personal enrichment and thus, specifically seek out impactful, immersive experiences before and during their travels.

### GROUPS & FAMILIES:

Regardless of the age of these travellers, group travellers are looking for crowd-pleasing and memorable ways to spend quality time together. Reputable volunteer programs, environmentally-conscious safaris and educational experiences that give back to the destination will appeal on both counts.

### BABY BOOMERS:

While these travellers have been somewhat painted into a corner for their love of creature comforts, it's good to take note that these travellers have the time and resources to go deeper into the culture of a destination, like on a locally-guided hike or as part of a women's artisanal cooperative.



## FINDING THE BALANCE: Q&A WITH BRETT TOLLMAN

**Brett Tollman**, CEO of The Travel Corporation (TTC) isn't shy about using the company's wide-reaching influence to promote and drive responsible tourism.

Operating in 70 countries and serving more than two million travellers annually, TTC's 30 award-winning brands work with the likes of ME to WE, WildAid and Céline Cousteau to support 40 sustainable projects through its self-funded philanthropic initiative, TreadRight Foundation. This year, the company took another step forward, becoming a Diamond Sponsor of the UN International Year of Sustainable Tourism for Development 2017.

We sat down with Tollman to find out how he balances managing TTC's sustainable initiatives while remaining competitive as a global business.

---

### Where does your sense of responsibility toward our planet come from?

When you look at [traveller volume] over the last 50 years and what's being projected for the next 50 years, it's exciting and it's also scary at the same time – because you wonder how we'll be able to support all that growth. My philosophy is that there's only one planet; nobody's going to Mars anytime soon. And therefore it's incumbent on all of us to try to reduce our footprint – to try to do more.

### Every business has a bottom line. How do you manage to spend so much time and energy on your sustainable initiatives and still ensure that TTC stays competitive?

It's always very difficult. But in order to be a responsible business owner and leader, you have to balance the two. I've heard it said that in order to do good in the world, you have to do well in your business. If we aren't generating a profit, then we don't have the wherewithal to put it back into meaningful projects. It also comes down to sincerely being driven to do all the good you can, while at the same time, taking care of your guests, because if you have happy guests, they'll come back to book their holiday with you again.

### TTC serves nearly every market, from millennials to baby boomers. Is there a particular demographic that you see as more invested in making responsible travel choices?

It's hard to generalize. It seems to be the millennials, who have grown up more aware and educated about caring about our planet. It's less so the baby boomers, although they too are looking for more authentic and genuine experiences: a chance to meet the locals and explore the communities they visit, rather than seeing a rushed or passerby kind of way.

### What are some tips for travel advisors who are looking to sell their clients on making sustainable travel choices?

Research some of the issues around sustainable travel products and programs – the destinations, the operators, etc. – so that you can speak with confidence about them. Try also to work with companies who are genuinely concerned about those issues, and can provide quality, authentically sustainable experiences. Of course, getting to know your customer and their interests is essential to matching them up with the right kind of experience as well.

\*This interview has been edited for brevity and clarity.

## DEFINE

According to "The struggle for sustainable tourism development," a study by analyst Dr. Wouter Geerts, travel analyst - lodging for Euromonitor International, there are several alternative forms related to sustainable tourism. Here are the most prevalent forms:

**RESPONSIBLE TOURISM:** Whereby destinations and activities are centered around moral, natural and social elements, such as patronizing local restaurants and artisans.

**GREEN TOURISM:** Focuses on environmental responsibility over cultural or economic considerations, like hotels which operate on renewable energy.

**ETHICAL TOURISM:** Rejects practices and attractions seen as cruel to people or animals, such as "swim with a dolphin" interactions, orphanage-based volun-tourism trips and elephant rides.

**ECO-TOURISM:** Integrates environmental conservation of natural areas into travel products while benefitting local communities and visitors, such as African game conservancies and culturally sensitive community experiences.

---

## DIGEST

Recommendations from the desk of Brett Tollman:

**READ:** *Who cares wins - Why good business is better business*, by David Jones. In this book about growing your business, Jones recognizes that in future, the most successful companies will be those who are the most socially responsible.

**LISTEN:** Sustainable Business Fridays - Bard College: This bi-monthly podcast features special guests selected by the Bard MBA in Sustainability program. Transcripts are published on GreenBiz.com.

**REFERENCE:** Treadright Foundation: The resources page of The Travel Corporation's charitable foundation provides articles and guides for both travellers and industry professionals. [treadright.org](http://treadright.org).

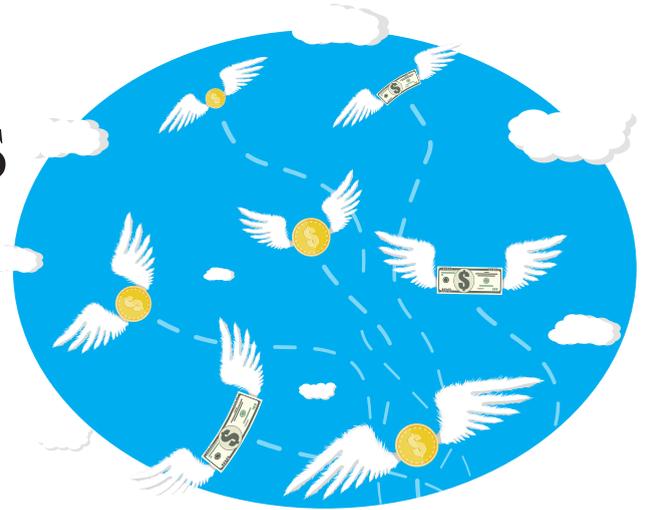


## MANIFEST WITH MARION

BY MARION ROSE

Owner, Elgin Travel & Cruises

# I lost money on a group & here's what I learned



I am presently enrolled in *Oprah and Deepak's 21 Day Meditation* and just completed Day 3: "Turning Doubt into Hope." The commentary speaks to the fact that anything can be a miracle, a blessing or an opportunity, if we choose to see it that way.

When you look at your life with a lense of hope and optimism, everything can change. We know that this can be challenging at times, but if we can understand the lessons that come with struggle and see a way forward, beautiful manifestations can reveal themselves.

You have just come through the busy winter travel season; historically the busiest time in Canada's travel industry. No doubt that you were presented with challenges, whether customer service issues or stressful demands of your time. I had my share this year, and I made some mistakes that I will not repeat again.

I am thankful for these setbacks, which is easier to conclude once on this side of the events. I learned valuable lessons about my good supplier relationships and those which are not so good, the latter of which I will release so as not to revisit similar issues next winter.

For example, in 35 years selling travel, this was the first year that I lost money on a group. Maybe I have been lucky to not experience this sooner, but perhaps the universe understood that I was ready for a big lesson.

When I first got the contract, I was thankful for what I felt was a profitable group for a large company conference. I soon found that the demands of getting back to each respective inquiry from all provinces and time zones – each with a different combination of airlines, room types, family dynamics, lengths of stay and variables – became more challenging that I was prepared for. I was grateful for my experienced staff, but became increasingly wary of the supplier's lack of concern for the time demands of each request.

I ended up quoting rates that I could see in the system, believing that the wholesaler would net down these costs. Under the impression that I was efficiently juggling each inquiry, I was shocked to learn that my group rates were coming back hundreds of dollars more than the quotes I was presenting, and guaranteeing payments for. Multiply my miscalculations by upwards of 20 rooms, and I was quickly in over my head.

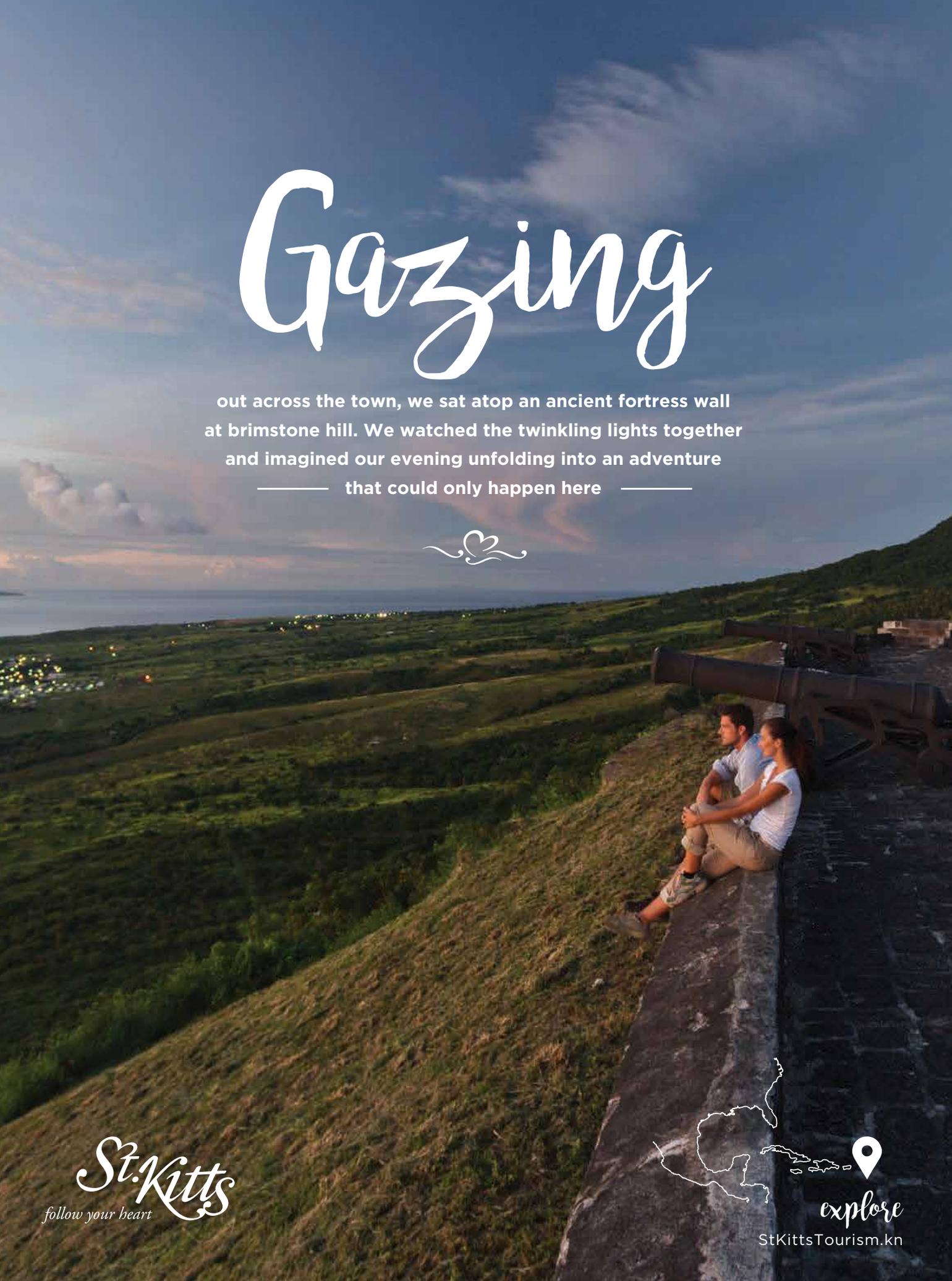
### BUT HERE ARE THE POSITIVE TAKE-AWAYS FROM THE EXPERIENCE:

1. Our clients were never aware of the issues, and they are thrilled with the service they received by our professional team. We have gained a broader national client list for future marketing purposes and new repeat business.
2. I am sincerely grateful and aware of the massive steps that my administrator took to keep this "out-of-control" booking in-check. She ensured that each client was handled efficiently, and treated as a treasured and unique file.
3. Supplier relationships matter. I called upon my past connections to clean-up what I could. I accepted the error was my own and worked with the managers to come to a resolution. I am thankful for past issues that gave me the connections required to move forward with this wholesaler in an agreeable way.
4. I understand that I am not alone. This error helped me to see how quickly issues arise. It has given me a better understanding of my colleague's demands and it will be a future reminder to accept our challenges and to learn what we can, and to move forward.

If you have encountered similar customer service issues recently, take the time to reflect on the positive nuggets that may help you in the future. Consider a way to look at problems as opportunities. Find a way to use these lessons down the road and I promise it will turn out beneficially for your client, for your future supplier relationships and for your next difficult situation. ✨

# Gazzing

out across the town, we sat atop an ancient fortress wall  
at brimstone hill. We watched the twinkling lights together  
and imagined our evening unfolding into an adventure  
———— that could only happen here ————



*St. Kitts*  
follow your heart



explore  
StKittsTourism.kn

St. Pete Beach



# Feel It.

## ST. PETERSBURG CLEARWATER

WINDSWEPT AND ALIVE

It's life, well lived, on America's Best Beaches. Be a foodie at our fresh, eclectic eateries. Be awed by the dawn on Clearwater Beach. Or just be, under electric blue sky with warm Gulf wind in your hair. It's your moment. Your beach is calling.



[VisitStPeteClearwater.com](http://VisitStPeteClearwater.com)

