

Travel Edge Network Call

November 9th, 2023



TRAVEL EDGE
NETWORK

Agenda

NETWORK UPDATES

Nadiya Makarenko

GUEST SPEAKERS

Richard Ebach, SVP
Technology, TripArc

Jessica Patel, SVP, TripArc

Diane Katzeff, Luxury Travel Advisor

Madelaine Emberson, Director Social
Impact

OPERATIONS UPDATE

Kate Richardson

PRODUCT TIPS | HOTEL

Mary Kleen



Update from our SVP



Nadiya Makarenko
SVP, Travel Edge Network





Jessica Patel
SVP, TripArc



Richard Ebach
SVP Technology, TripArc

Technology Update

AI and How ADX is leveraging it to support you



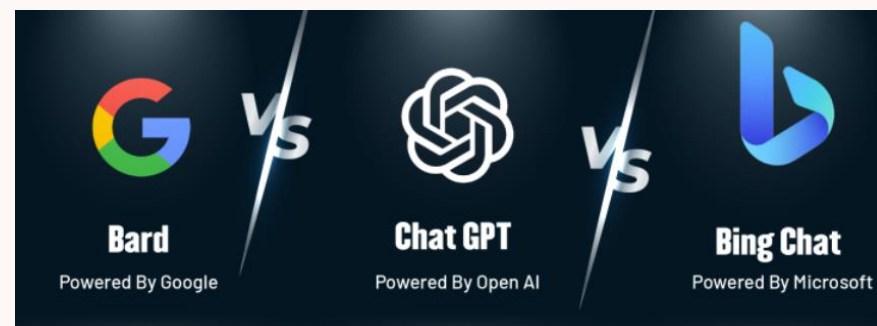
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What is AI?

Artificial Intelligence (AI) is the ability of machines to think, learn, and act like humans. It can learn from data, solve problems, make decisions, and communicate.

Generative AI is a type of AI that can create content such as text, images or other media. Gen AI models learn from and mimic training data.

Commonly recognized examples of Gen AI are search chatbots:



Gen AI has a wide range of capabilities:



Source: Antler compilation of Sequoia,

How to use AI to Help your Business

Task	Description	Suggestion
Acquisition Marketing	Quickly create custom messages for different prospect segments or to highlight different destinations	Leverage marketing/writing tools to create a variety of promotional message customized for different segments of your customers or to create social media posts and images
Product Marketing	AI writing tools can be leveraged to write customized trip descriptions quickly	Leverage integrated writing tools to customize itinerary documents that will resonate for quotes and trip bookings
Customer Communications	AI writing tools can help to created templates for regular communications	Leverage AI tools to help you create templates for regular emails such as marketing, pre-tip prep and reminders, and post-trip follow-ups
Daily Tasks	AI Tools can be used for a variety of daily tasks to drive operational efficiency.	Leverage AI notetakers during meetings
Supplement Your Expertise	For destinations in which you may have less experience, you can leverage AI tools to sort through data and make recommendations	Ask AI tool for recommendations based on what you know about your travelers to help you narrow down options (e.g. best property, room, airline seat, cruise cabin)

Coming Soon: AI Tools in ADX

Task	Upcoming Features
Product Marketing	Integrated AI capabilities will support you in writing itineraries with ease using your agency’s tone of voice
Platform Assistant	Natural language assistant to answer questions as you use the platform
Customer Communications	Create AI-generated copy for trip communications
Sentiment Analyzer	Capabilities that will allow you to understand the customer’s mindset in communication flows
Itinerary Assistant	AI recommended content based on your itinerary planning



Diane Katzeff
Luxury Travel Advisor

MoR Experience Discussion



TRAVEL EDGE
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Social Impact



Madelaine Emberson
Director, Social Impact - Programs



Janna Bruce
Director, Social Impact - Philanthropy

Our Giving History

Since 2007, we have donated over \$11M to several vital causes

Our passion for travel is rooted in our shared human need to explore and connect with the world around us.

Our giving is focused on:

- Build educational and life opportunities for young people, both at home and in the global communities where we work.
- Support efforts to conserve and protect our vast planet through research and sustainable exploration.

Protecting the planet we travel on and the people in our communities is essential to our vision of the future of travel. So we are giving you the tools to get involved, so we can do more together.



Introducing Spark – our new giving program

Spark is a web-based program and platform where you can:

- **Donate:** Make donations directly to your favourite causes with seamless tax receipting in one place. Spark features over 2M nonprofits around the globe and facilitates both USD and CAD donations
- **Fundraise:** Set up a campaigns, or a subpage for a company campaign, to fundraise for the causes you care about most, and share with your community to amplify your impact
- **Volunteer:** Track your personal volunteer time, sign up for a Network coordinated volunteer event, or utilize VolunteerMatch – a volunteer opportunity database for both virtual and in-person opportunities near you
- **Take Action:** Missions turn positive action into big impact through guided steps and micro-actions you can complete at your own pace
- **Double your Impact:** Navigatr Group will offer a 1:1 donation match for all personal donations and any fundraising you do for our preferred charitable causes through Spark
- **Be Recognized:** Next year, the top fundraisers, donors, and volunteers will be recognized company-wide with awards and exclusive perks

Our Preferred Charitable Causes

- Legacy of War Foundation
- Nekton Foundation
- Make A Wish Canada / America
- United Way Greater Toronto
- Trails Youth Initiatives
- Mara West Foundation / Africa Mission Services of USA Inc.
- Giants of Africa
- Royal Ontario Museum
- World Central Kitchen
- Doctors Without Borders / Medecins sans Frontieres
- And more to come...



So what comes next?

When do I get access to Spark?

In early December you will receive a Welcome Email from Michelle Leal with directions on how to log into Spark.

You will also receive an email directly from Benevity, the company who operates Spark, prompting you to join.

A link to register for a Spark training session will be provided in this email.

How can I access Spark?

Spark is available as a web-based platform on your browser (i.e. Google Chrome, Microsoft Edge, Mozilla Firefox, or Apple Safari), as well as through a mobile app called Benevity.

The Benevity app is available through both the Apple Store and Google Play.



Operations Update



Kate Richardson
Director, Operations



Adjustments to our Advisor Support Structure

By the end of the month, all support requests and questions should be directed to advisor.services@traveledge.com

Hours of Operation: Weekdays 9am – 8pm EST / 6am-5pm PST

- ✓ A new dedicated employee will be hired to manage the support inbox, ensuring requests get tagged, actioned or escalated appropriately.
- ✓ The Operations Team, Regional Managers and Directors will be working from of our centralized system.
 - You can expect a response by email, phone, or meeting request.

Why Are we doing this?

- ✓ Consistency: A more even distribution of work between staff members means quicker turn around time for you
- ✓ Specialization: Ensure the right employee with the right skill set sees and answers your question as fast as possible
- ✓ Improvement: Centralized collection of support requests means that we can better measure and analyze the types of support requests we receive. This will allow us to identify trends and resolve system wide issues in a timely manner.

Partner Update Hotel & Ground



Mary Kleen
Relationship Director and Hotel Sales



Preferred Partner Hotel Rate Descriptions

Every Preferred Partner Hotel rate description in Sabre or ADX should include:

- Listing of Specific Amenities
- Commission Percentage



Luxury
Program



Preferred Rates

Please email Advisor Services (advisor.services@traveledge.com) and we will chase down any missing details from the hotel or hotel chain

Rate Description:

QUEEN HI-FLOOR - FLOOR TO CEILING WINDOW 50 SMART TV - FREE HI SPEED WIFI LOCATED ON FL 8 THRU 11 - BEVERAGE COOLER WIRELESS BLUETOOTH SPEAKERS - 205 SQ FT **RATE INCLUDES DAILY BREAKFAST FOR 2 UP TO 30USD PER PERSON AT LOUIS OR POPULAR - DAILY 50USD FB CREDIT - UPGRADE BASED ON AVAILABILITY - EARLY CHECK IN AND LATE CHECK OUT BASED ON AVAILABILITY - WELCOME AMENITY - FREE HIGH SPEED WIFI

[Read less](#)

[✎ Edit Rate Description](#)

TRAVELERS	
No travelers assigned.	

Helpful Traveler Links

[ATA Travel Centre Visa Requirements](#)

[Sherpa Travel Restrictions](#)

[Sherpa eVisa](#)

COST & FEES	
Room Rate	USD \$1,038.00
Taxes and Fees	USD \$160.10
<hr/>	
TOTAL	USD \$1,198.10
<i>Est. Commission = 10.00%</i>	
<i>Total = USD \$103.80</i>	

Events

Ensemble Horizons 2024 – September 16 – 19' TEN pre- Horizons event September 15.

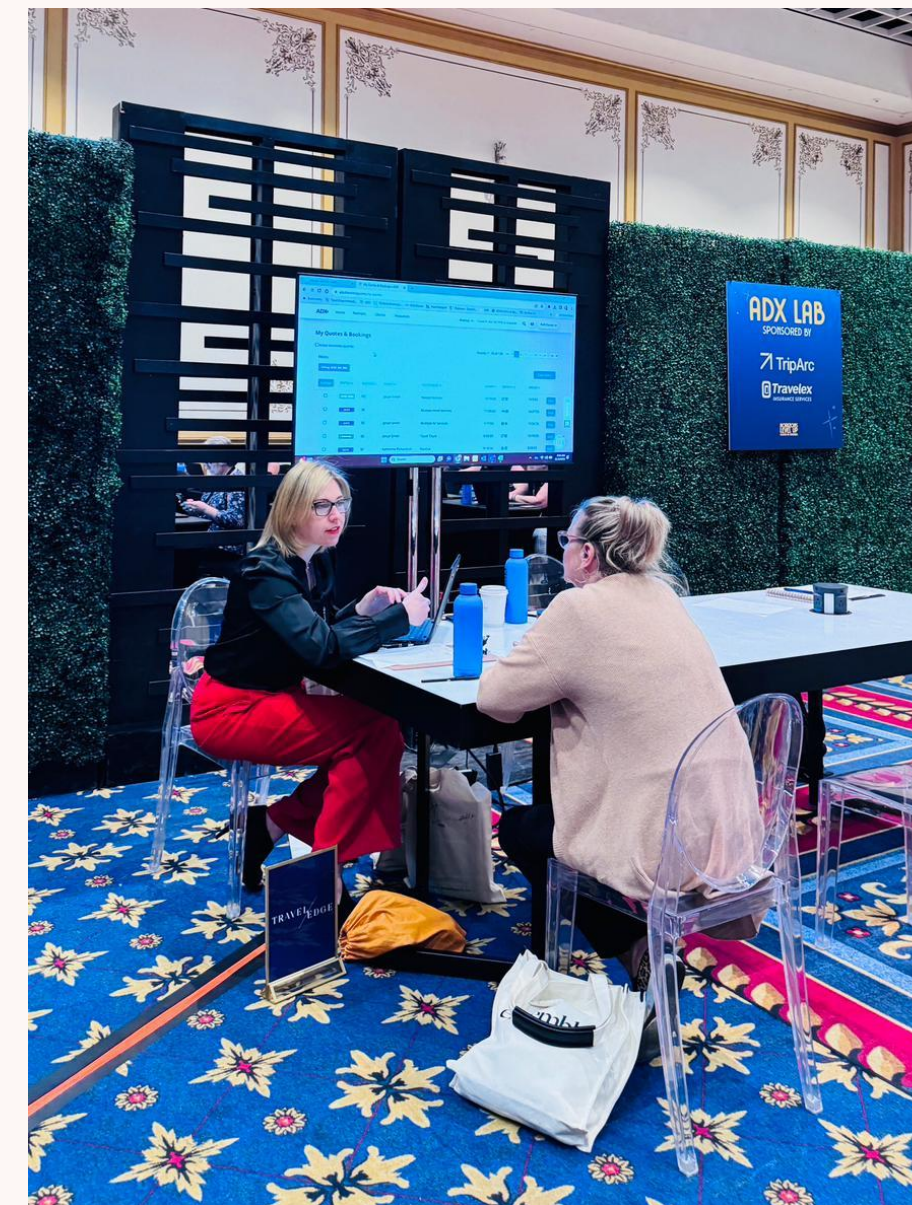
- Resorts World Hotel, Las Vegas



TEN Team (L-R): Amanda Davison, Mary Ann Four, Susan Archer, Kendra Tainsh, Ken Neibaur, Mary Kleen, Larry Garnett, Kristina Barrett, David Thorne, Michelle Leal, Nadiya Makarenko, Alexandra Roper, Martha Feenstra



Opening Session Stage



Beth Curran at the ADX Genius Bar



Larry Garnett and our Collette partner at the Ensemble Gala event

Upcoming Network Call Dates

2023 - 2024 Network Call Dates
February 1 st , 2024
April 4 th , 2024
June 6 th , 2024
August 1 st , 2024
October 3 rd , 2024
December 5 th , 2024

Thank you!

