

# Travel Edge Network Call

January 11<sup>th</sup>, 2024



TRAVEL EDGE  
NETWORK



# Agenda

## **SPECIAL GUESTS**

Andrew Pilkington, President Travel Edge

Shakil Sadruddin, Director Finance

## **NETWORK UPDATES**

Nadiya Makarenko

## **MEMBER ENGAGEMENT UPDATE**

Michelle Leal

## **PARTNER UPDATE | CRUISE & TOUR**

Larry Garnett

## **OPERATIONS UPDATE**

Kate Richardson







**Nadiya Makarenko**  
SVP, Travel Edge Network





# Update from our President



**Andrew Pilkington**  
President, Travel Edge





# Update from our Director of Finance



**Shakil Sadruddin**  
Director, Finance Operations,  
Navigatr



TRAVEL EDGE  
NETWORK



# Fraud Prevention

- Most common types of travel frauds:
  - Stolen credit card fraud
  - Phishing emails
  - Fake hotel websites
- Fraud detection and prevention techniques:
  - Booking requests via WhatsApp or other social media require further due diligence. Always ask for client's email address.
  - Last minute travel, fully refundable tickets, and travel to certain parts of the world require research.
  - Address on credit card should be reviewed. Address outside of North America needs more research. BINcheck.io website can be used to identify true address of the credit card bank.
  - Do not send full credit card information via email or any other digital form.
  - Pay close attention to email address of the requestor. Use this resource <https://www.whois.com/whois> if you are unsure of the requestor website.
  - Perform due diligence when booking a small, boutique hotel confirming if the hotel has an existence.





# Fraud Prevention Cont.

Reminder – Fraudulent bookings are the responsibility of the advisor.

## Additional Resources

- Fraud Prevention is now part of the Travel Edge Network mandatory onboarding training
- If you would like to revisit some of the details covered today or during your onboarding you can also visit our dedicated section on the [intranet](#).

## Steps taken at Travel Edge Network

- Daily review of ticketed flights by Operations and the Air Team
- Automatic warnings triggered to air team to identify potential fraudulent purchases or actions

# Fraud Prevention

START COURSE

EMAILS BETWEEN  
THE ADVISOR AND  
THE CUSTOMER

EVIDENCE OF  
RELATIONSHIP  
BETWEEN  
CARDHOLDER AND  
THE PASSENGER

COPIES OF THE  
CARDHOLDER'S  
SIGNATURE

COPIES OF THE  
CARDHOLDER'S  
GOVERNMENT  
ISSUED  
IDENTIFICATION

PROO  
OR R  
RE  
P  
TRA

This type of documentation can help to prove the customer authorized the charge to the card, especially if the cardholder was the passenger.





# Members Engagement Update



**Michelle Leal**  
VP, Member Engagement





# Limitless

An aerial, top-down view of the bow of a boat on a vibrant turquoise sea. The boat's wooden deck is visible, featuring a central console with two black seats, several yellow and white rope coils, and two blue life preservers. The water is textured with small waves, and the boat's wake is visible at the bottom of the frame.

Leading in Luxury

Save the Date!

Virtual event:  
Wednesday, March 6, 2024

Regional networking dinners:  
Thursday, March 7, 2024

Registration opening  
next week!



# Luxury Events

The 2024 Luxury Events are now live on our intranet!

These include ILTM, DUCO, PROUD, Emotions and many more.

[Resources « ADX \(traveledge.com\)](#)

We strive to provide a variety of engagement opportunities for our advisors and luxury events can help elevate your business, increase your destination knowledge and foster partner relationships. There is an application process, sales targets, social media requirements and follow up reporting so we can share your learnings with our community. Please review the event policy details.

Industry Luxury Events: TEN Intranet > Network Engagement > Events > Industry Luxury Events> [Complete the "Expression of Interest" form](#)

Please prioritize your requests and **do not** apply for every event.



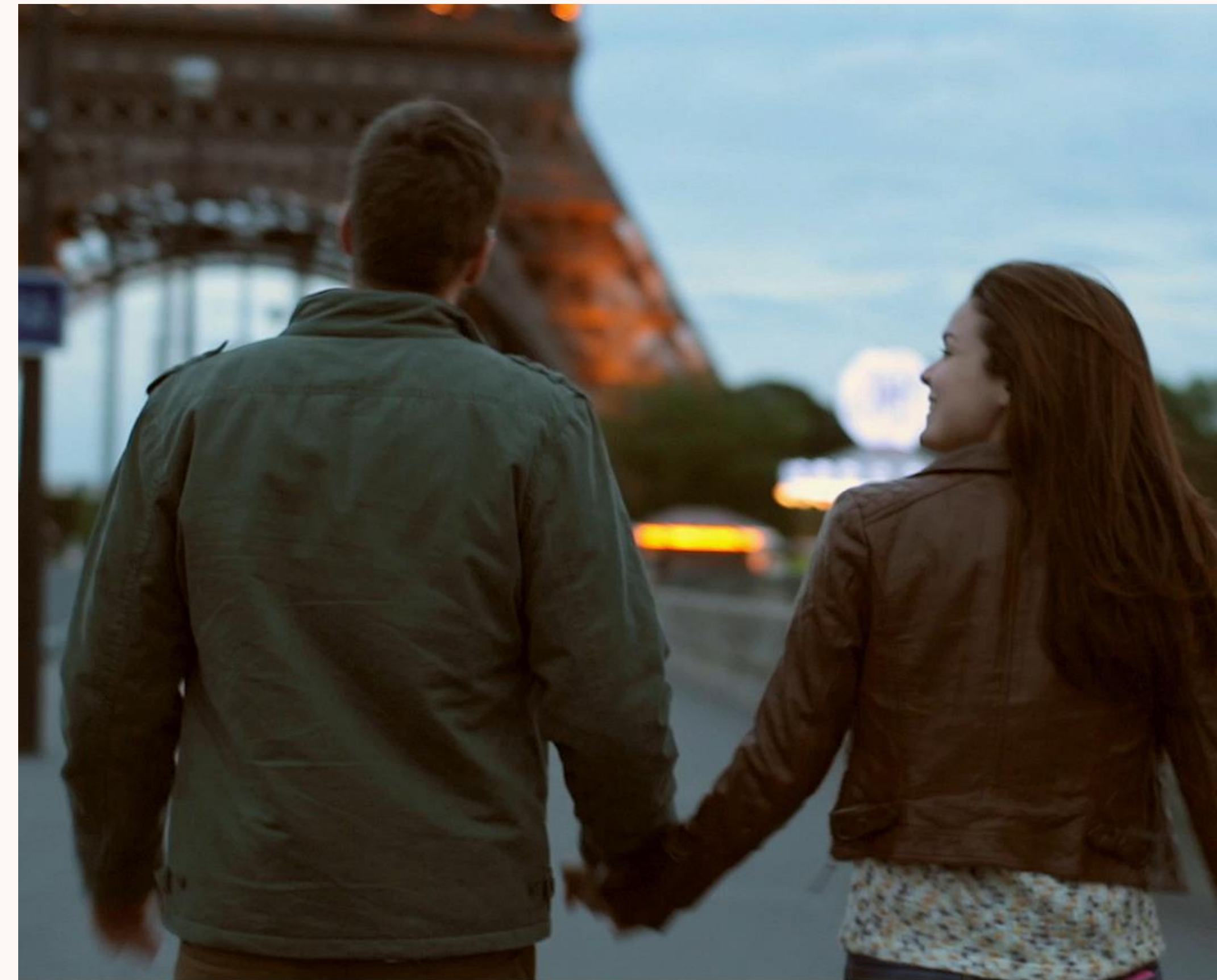


# Big Ticket Contest

The Big Ticket Contest is a fun recruitment campaign we recently launched that invites students, entrepreneurs, travel lovers etc., to enter a contest to be chosen as one of our next generation of travel advisors. Participants must submit a video telling us why they want to be a luxury travel advisor with TEN. Winners will be rewarded with prize that includes, membership and mentorship with TEN + a celebration trip.

You might see one of our media campaigns on your social channels or you can refer a friend to our [landing page](#). Excited to see the videos and to welcome a few new advisors to our network.

**Social Channels:** Google, Instagram, LinkedIn, Facebook, Display Banner Ads & Tik Tok



Get the career you've  
always wanted in  
luxury travel



# Upcoming Webinars

Date	Time	Event	Link to Register
Thu Jan 18th	1 PM EST / 10 AM PST	Calvados Club: <i>Luxury &amp; Experiential</i>	<a href="#">Register</a>
Thu Jan 25th	1 PM EST / 10 AM PST	Ponant Cruises: <i>Uniquely PONANT: Explore to Inspire</i>	<a href="#">Register</a>
Wed, Jan 31st	2 PM ET/11 AM PT	<i>All About Cruise with Larry &amp; Beth</i>	<a href="#">Register</a>



# Partner & Operations Updates



**Larry Garnett**  
Director Advisor Services Relationships



**Kate Richardson**  
Director, Operations





# Wave Season Matters

## Wave Tips for Success in 2024

60% of annual cruise business is booked in Q1, and why Wave Season Matters! Typically, the best offers of the year are during Wave season, take full advantage! [24 Wave Tips for 2024](#)

- Ramp up marketing and brand awareness early
- Be proactive, find out who is missing (Clients)
- Stay in contact with your clients, don't wait for them, reach out early and know your customer. Think creatively
- Build relationships with Preferred Partners & Local BDM's
- Address Leads quickly and effectively
- Book Early, Up Sell to add value and increase earnings
- Build Product Knowledge
- Create Social Media Buzz
- Showcase New Itineraries and products
- ALWAYS offer Insurance
- Map out a solid Wave Plan, set goals, objectives and KPI's



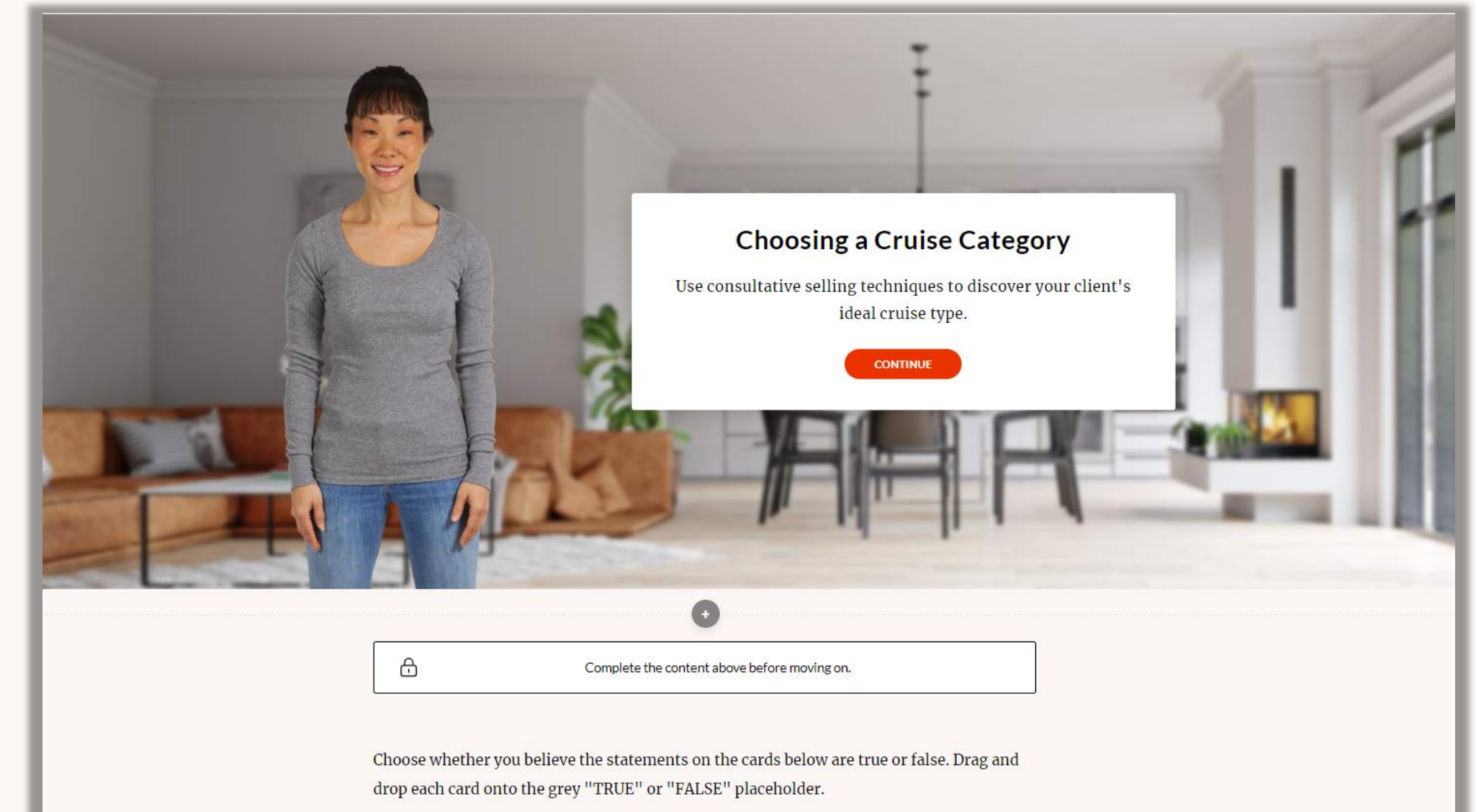


# Introducing the Cruise Certification

Build your confidence selling cruise!

Now available in our e-learning platform, Compass!

- [Login now](#) or [request access](#)
- If you have sub ICs, they are also eligible to complete the certification.
- Selling techniques, get to know our preferred cruise partners and the marketing resources they offer, learn how to book cruise and more!
- Receive a personalized certificate and badge upon completion.
- Complete by March 31<sup>st</sup> to qualify for *Tier 1 Cruise Incentive*.





# Cruise Incentive Program

## Tier One Advisors

### Tier One Advisor ELIGIBILITY

- Current cruise sales less than \$50K annualized (Jan -Dec 2023)
- Complete TEN cruise certification program by March 2024.
- Complete two additional learning academy/programs from our preferred partners by December 15, 2024. One Luxury category, the other of your choice.
- Preferred Partners Bookings, invoiced & deposited.
- Sales must be invoiced in ADX and transacted with Travel Edge.

### Tier One Advisor INCENTIVE:

#### 2024 Quarterly Targets:

- 5 new bookings per advisor will qualify for a \$500 bonus.
- 10 new bookings per advisor will qualify for a \$750 bonus.
- 20 new bookings per advisor will qualify for a \$1500 bonus





# Cruise Incentive Program

## Tier Two Advisors

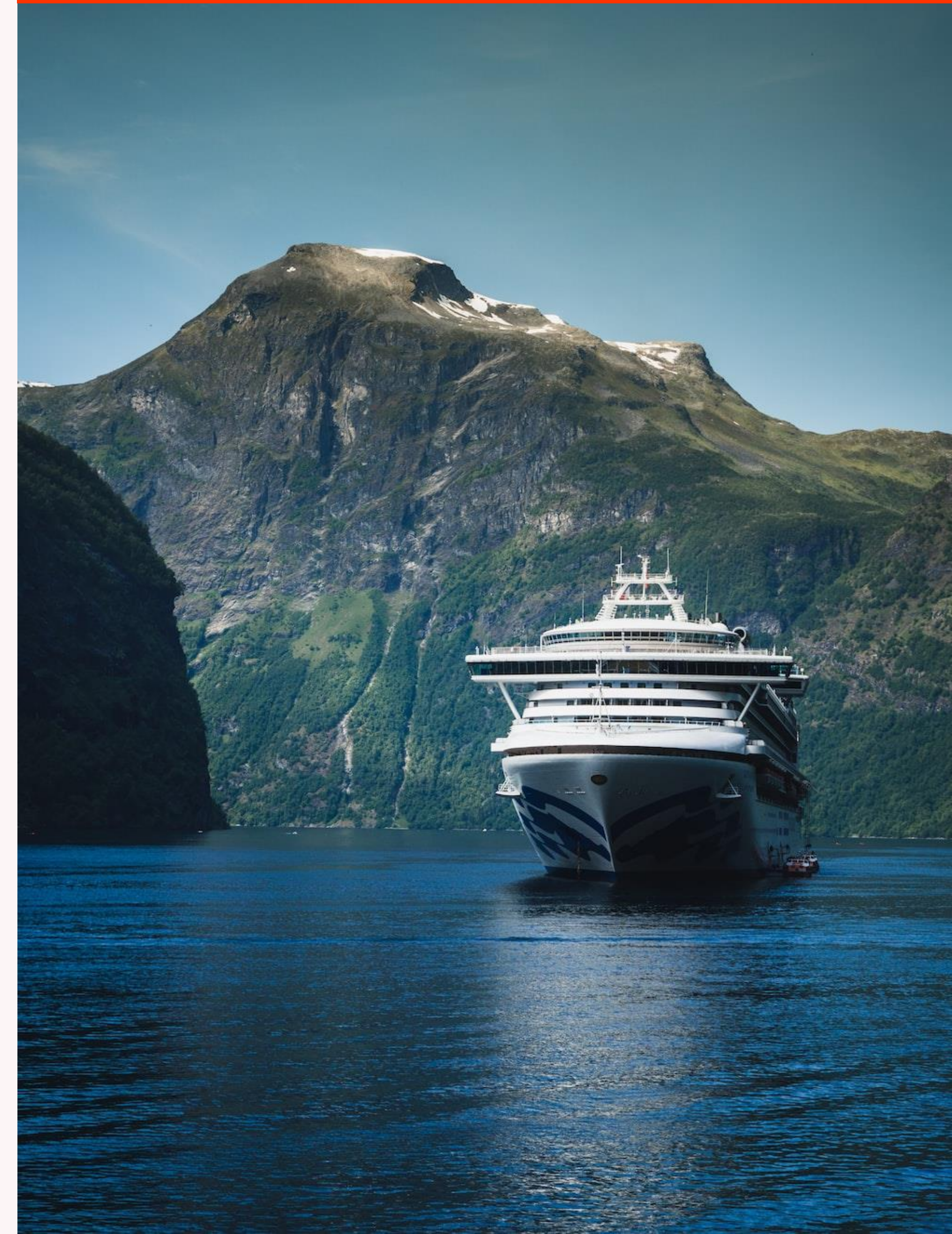
### Tier Two Advisor ELIGIBILITY

- Advisors whose current cruise sales are less than \$150k annualized (Jan -Dec 2023) gross sales.
- New sales booked with preferred partners
- Sales must be invoiced in ADX and transacted with Travel Edge.

### Tier Two Advisor INCENTIVE: "\$100k Marketing Idea"

Submit marketing plan/idea to grow your cruise business.

- Submit by Feb. 29. to [larry.garnett@traveledge.com](mailto:larry.garnett@traveledge.com)
- 3 winning ideas will be selected: 1st Prize \$3,000; 2nd prize \$2000; 3rd prize \$1,000 in funds.
- Prize monies MUST go to executing winning ideas, will be in an account to draw payments for the marketing campaigns.
- Winners must submit Invoices For TEN to cover campaigns.
- TE marketing staff can provide consultation on marketing campaigns, but not execution.





# Marketing Plan

## Example: Annual Marketing Ideas/Plan for Luxury Advisors

- |   |                                     |
|---|-------------------------------------|
| 1. Market Research                      | 8. Events and Experiences           |
| 2. Brand Positioning                    | 9. Referral Program                 |
| 3. Target Audience                      | 10. Advertising and PR              |
| 4. Digital Presence                     | 11. Metrics and Analytics           |
| 5. Content Marketing                    | 12. Sustainable/Responsible Tourism |
| 6. Build Partnerships                   | 13. Seasonal Campaigns              |
| 7. Client Relationship Management (CRM) | 14. Continuous Learning             |
|   | 15. Budget Allocation               |

[Full Plan Details](#)

### DETERMINE YOUR TARGET MARKET



Define your target market: segment your market by geography, economic sector, and industry.



Describe your channels of distribution: online and offline. How can you reach them?



Draft your action plan to reach your target market: list and assign specific tasks.

### ANALYZE YOUR COMPETITORS



What are the market trends? Who are your competitors?



Define the critical needs of your market. For what would they pay?



Describe your ideal client: social profile, buying behaviour, where to find them.

### SET GOALS



Where do you expect to be this time next year, what about in 5 years?



Write down a list with all your goals. Leave none behind.



Cut down the list to 3 main objectives. Make sure they are realistic and achievable.

### OUTLINE YOUR STRATEGIES



Have a strategy with clear aims and goals.



Know your customer base & your customer destination.



Monitor and measure your website hits & online sale rates.

### SET A BUDGET



Research costs : Overstate costs to avoid underestimating expenditure



Adjust for seasonality: Research seasonal demand for your industry thoroughly



Discuss costs with suppliers: Fixed rate energy plans help forecasting



# Cruise Incentive Program

## Tier One & Two Advisors

Tiers 1 & 2 are both eligible

- Tier 1 or 2 advisors with the highest annual number of new cruise bookings will qualify for the spot on our Top Performers Trip in the “Cruise Rising Star category”.
- A quarterly FREE cruise spot drawing will be held for advisors with bookings through any preferred partners.

AMA Waterways	Lindblad
Explora	Norwegian Cruise Line
Oceania	Ponant
Silversea	Princess Cruise Lines
Viking River Cruises	Quark Expeditions
Celebrity Cruises	Regent Seven Seas
Seabourn	Ritz Carlton Yacht
American Queen	Riviera
Aqua Expeditions	Royal Caribbean
Atlas Ocean Voyages	Scenic River
Avalon Waterways	Seadream
Crystal Cruises	Star Clippers
Cunard Cruise line	Uniworld
Holland America	Virgin Voyages
Hurtigruten	Windstar





# Advisor Services Support Requests

Reminder – all advisor services support requests and questions should be directed to  
**[advisor.services@traveledge.com](mailto:advisor.services@traveledge.com)**

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

- Response times are on average less than an hour.
- Air, ADX, IT and Finance support should continue to go to the respective teams.





# What's New in ADX

## Small ADX Updates

See all the details [here](#)

- Insurance - improved pricing breakout on client itinerary
- Companion profile phone number and email fields
- Can no longer perform multiple clicks on accepting/rejecting air notifications
- The resolution of many bugs and errors

## Pilot for Cruise

The team is getting closer to releasing the pilot for booking cruise in ADX.

- If you would like to learn more or you would like to participate please reach out to [advisor.services@traveledge.com](mailto:advisor.services@traveledge.com)





Thank you!





# 2024 Network Call Dates

Date	Time
January 11, 2024	4:00pm ET / 1:00pm PT
March 14, 2024	4:00pm ET / 1:00pm PT
May 2, 2024	4:00pm ET / 1:00pm PT
July 11, 2024	4:00pm ET / 1:00pm PT
September 5, 2024	4:00pm ET / 1:00pm PT
November 7, 2024	4:00pm ET / 1:00pm PT