

Travel Edge Network Call

March 14th, 2024



TRAVEL EDGE
NETWORK

Welcome to our March Network Call



Andy Pilkington
President, Travel Edge



Agenda

ANDY WELCOMES OUR PARTNER OF THE MONTH

Sandra, AMA Waterways

NETWORK UPDATES

Andy Pilkington

ADVISOR SERVICES UPDATES

Eric Holenka and guest Rochelle
Bengtson

MEMBER ENGAGEMENT UPDATES

Michelle Leal

MARKETING UPDATES

Dorcas Obayemi





 AMA WATERWAYS™


PARTNER
of the
MONTH



Sandra Gardiner

Director of Sales, Canada



Sandra boasts a remarkable 15-year career with AmaWaterways, where she has immersed herself in the intricacies of the company's diverse ships and itineraries. She has had the luxury of experiencing almost all the ships and itineraries.

Her passion lies in sharing comprehensive information about AmaWaterways, emphasizing its points of distinction and the tools available for seamless partnerships, making AmaWaterways river cruise line the best and only choice!

Email: sandra@amawaterways.com

Consumer Website: <https://www.amawaterways.ca/>

Agent Portal: <https://www.amawaterways.ca/agent-login>

AmaWaterways: Partner of the Month

As Partner of the month, AmaWaterways will offer prepaid gratuities on all 2024 Europe sailing (excluding Christmas Markets and Portugal). They will offer the client their complimentary land offer, combinable with air plus, combinable with the amenity program and the prepaid gratuities.

They will also offer the advisors a ballot for every booking and two ballots if they book cruises departing within 90 days - a draw will take place in early April for a cruise for two in Europe with AmaWaterways (terms and conditions apply).

March is AmaWaterways Month!



Update from the President



Andy Pilkington
President, Travel Edge



Advisor Services Update



Eric Holenka
VP, Advisor Services



American Airlines

- Starting with tickets issued on May 1, 2024, the only flights that earn AAdvantage® miles and Loyalty Points are those booked directly with American, (aa.com, Apps), eligible oneworld® and partner airlines, and **preferred** travel agencies.
- What will be a **Preferred** travel agency : All agencies on a 2024 contracted incentive agreement issued by American are eligible to qualify into the preferred agency program at American's sole discretion
- Qualifiers
 - Incentive agreement in place
 - Preferred agency display requirements
 - 30% NDC adoption by April 21st



Business Plans

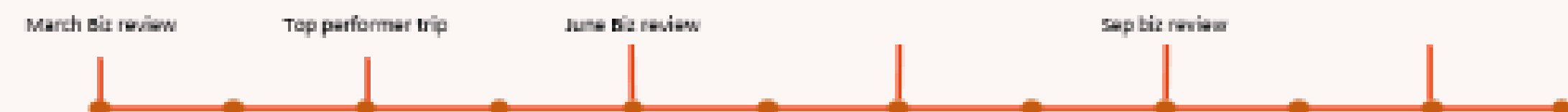
- Sharing your objectives and goals
- Be more proactive
 - Better adapt our support to you
 - Better plan our support to you
 - Better monitor our support to you
- Piloting in Q2 2024



2024 objectives – Advisor

- Increase sales by 50%
- Be in the top performer circle
- Develop cruise sales

Q1		Q2	
Actions:		Outcomes:	
Q3		Q4	
Actions:		Outcomes:	



ADX Advisor Committee Launch



Rochelle Bengtson
VP, Product



User Advisory Committee (UAC)

Objectives & Purpose

Objective:

ADX+ User Advisory Committee: Where Users Shape the Journey, Every Step of the Way

Purpose:

- To actively solicit and gather valuable feedback and insights directly from users.
- To enrich ADX+ product development through the integration of user-centric design principles.
- To cultivate a collaborative and community-driven relationship between users and the development teams, spanning Product, UX, and Engineering.

User Advisory Committee (UAC)

Processes and Expectations

1. Tailored Research Studies: one-on-one research studies, typically lasting up to 60 mins
2. Quick Surveys and Virtual Activities: Brief surveys or virtual activities designed to gather rapid feedback.
3. Group Sessions: Share research findings, product demonstrations, and insights into our roadmap.

The User Advisory Committee will significantly influence ADX's evolution. We prioritize integrating direct user feedback for alignment with user needs, fostering collaboration between users and our teams.

Members Engagement Update



Michelle Leal
VP, Member Engagement



March Celebrations

Celebrating our Top Performers

Congratulations to those advisors that had over \$150,000 in collected commissions in 2023!!

- Our network had forty-eight advisors reach our Top Performer status in 2023
- We will be celebrating their achievements with recognition trips to London, Croatia, Antigua & Barbuda and a fall trip
- Our leadership team is reviewing our current reward & recognition program, and we hope to share updates with you soon
- Watch our social channel and follow along as we explore these great destinations





Angela Adto Tepper
 Anna Bright
 Antonella Cicero
 Alli Allen
 Blanca Barker
 Brian Pentek
 Cindy Berg
 Cinnie Segsworth
 Chris Tabbitt
 Cyndi Bugbee
 Dana Britt
 Deb Whitehouse-Katz
 Diane Katzeff
 Diana Traficante
 Jeff Knuth
 Jenny Malka
 Brett Carfa
 Jeremy Fleischman
 Clarita Volovitz
 Joe Amaral
 John Galante
 Justin Huxter
 Kathy Boate
 June Frith
 Kim Darrell
 Kim Greenway
 Laura Gable
 Laura Kelly
 Linda Wilkinson
 Linda Winslow
 Lisa Harris-Boyd
 Lisa O'Gara
 Maureen Roemmick
 Marion Huiberts
 Maryann Gaskin
 MaryDee Snow
 Michelle Lynch
 Roger Kershaw
 Shaiy Howard
 Shari Silverstein
 Su Zurbín-Hothersall
 Trisha Pergande
 Viviane Gringer
 Wendy Waithe
 Mary Gilroy
 Stu Stone
 Susie Ideman

Condé Nast Top Travel Specialists for 2024

Drumroll please! Another year, another incredible achievement for our Travel Edge Advisors!

Congratulations to each and every one of our winners! Your commitment to excellence sets the standard in the industry

Top Travel Specialists: *Adam Rog, Ajay Karah, Alli Allen, Angela Adto Tepper, Angie McDowell, Brittany Campbell, Camille Jocsak, Clarita Volovitz, Dana Britt, David Hawkraven, Diana Traficante, Erica Gragg, James Ferguson, Jeremy Fleischman, Joan Novack, Justin Huxter, Kate McGrath, Lara Alexander, Laura Kelly, Lou Lagrange, Lisa Harris Boyd, Maru Hyndman, Mary Dee Snow, McLean Robbins, Marina Artemova, Patrice Thomas, Shari Silverstein, Susan Zurbín-Hothersall, Tee McNeil, Trisha Pergande, Valerie Balderson, and Viviane Gringer.*

Condé Nast Top Travel Specialists for 2024



The Maybourne, Beverly Hills

Travel Edge's first official "mini" Knowledge Trip

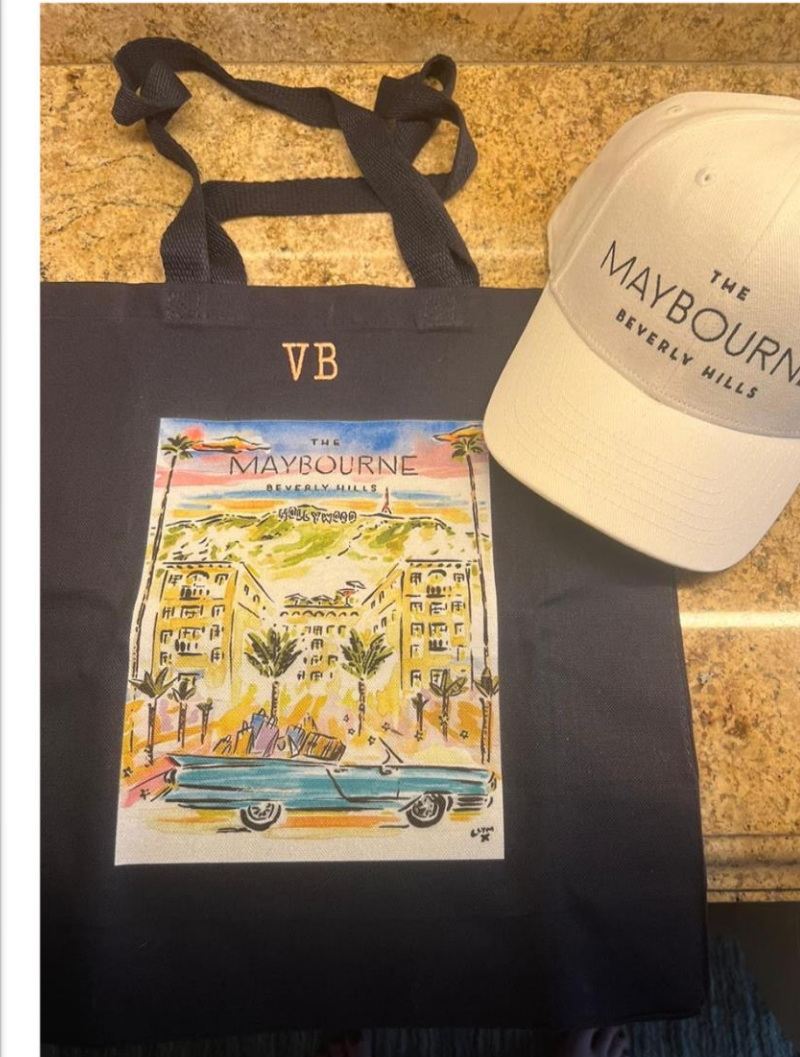
- We wanted to pilot a "mini" TEN Knowledge Trip and happy to report it was a success
- Offering a small group experience with 4 or 5 advisors, and a TEN Host
- We will offer these in a variety of locations, to provide opportunities to meet advisors from other regions
- Building relationships with our Preferred Partners and firsthand knowledge of their hotels is invaluable
- More details will be shared as we build out our "In Person" calendar



Personalized welcome amenity



Michael Calvert, Virginia Balch, Debbie Kessler, Angela Tepper, Anna Bright, Ken Neibaur



Maybourne, BH Swag



Maybourne hosts, Michael Calvert & Paula Bloukos

Upcoming Webinars

TempoVIP Presents: TempoVIP DMC [Register](#)

Thu, Mar 14th at 1PM ET/10AM PT

Iceland Encounter Presents: Travel Edge Webinar with Iceland Encounter [Register](#)

Mon, Mar 18th at 1PM ET/10AM PT

Princess Cruises Presents: Princess Cruises Family Friendly Cruising [Register](#)

Mon, Mar 18th at 1PM ET/10AM PT

Hilton Presents: Hilton's All-Inclusive Portfolio [Register](#)

Mon, Mar 25th at 1PM ET/10AM PT

Aqua Expeditions Presents: A World of Luxury, Adventure and Unforgettable Experiences [Register](#)

Thu, Mar 28th at 1PM ET/10AM PT

Network Call [Register](#)

Thu, May 2nd at 4PM ET/1 PM PT

Marketing Update



Dorcas Obayemi
Director Brand Marketing



Personalized Marketing Reboot

Coming Soon...

- Fresh look & feel
- Preference center
 - Opt-out of single supplier cruise emails
- Emails drive to Landing Pages with lead capture that goes directly to the IC's email
- Updated Social Tool Kit



January 26, 2024

Whether you'd like to glide through the azure waters of the Caribbean, the majestic fjords of Norway, or the charming ports of the Mediterranean, a cruise is the best option for those seeking relaxation and exploration.



HX
HURTIGRUTEN
EXPEDITIONS

Calvadoc Club, an esteemed Ensemble partner, has been putting hidden gems on the luxury travel map for the past 22 years. They specialize in destinations in the West Balkan region such as Croatia, Montenegro, Slovenia, Serbia, and Albania, to name a few. Calvadoc Club's in-depth knowledge, paired with their insider access to each location allows them to provide unparalleled and authentic travel experiences for their guests. From now until April 1, they are offering your clients complimentary airport transfers upon arrival, as well as special hotel amenities on all bookings.

PRINCESS

Calvadoc Club, an esteemed Ensemble partner, has been putting hidden gems on the luxury travel map for the past 22 years. They specialize in destinations in the West Balkan region such as Croatia, Montenegro, Slovenia, Serbia, and Albania, to name a few. Calvadoc Club's in-depth knowledge, paired with their insider access to each location allows them to provide unparalleled and authentic travel experiences for their guests. From now until April 1, they are offering your clients complimentary airport transfers upon arrival, as well as special hotel amenities on all bookings.



Smooth Sailing Cruises for 2024

Cruising is not merely a mode of transportation, it's an invitation to view your destination - and really the world - from a unique point of view. A perfect blend of exploration and indulgence, cruising allows you to immerse yourself in the culture and history of vibrant towns and villages by day, then retreat to the comfort of your luxurious stateroom and enjoy world-class dining and entertainment by night. Relish the convenience of unpacking once, then waking up to a new destination each day - all without the worry of how to get from one place to the next. Whether you'd like to glide through the azure waters of the Caribbean, the majestic fjords of Norway, or the charming ports along the Mediterranean, a cruise is simply the best option for those seeking to relax and explore more.

Speak to your advisor about this offer

Name*

First Name Last Name

Email*

Phone

Message

Submit

Total luxury awaits

Discover the Ocean State of Mind with the newest European luxury ocean experience, Explora Journeys. Launched in the summer of 2023, EXPLORA L, the first of six ships, is redefining luxury ocean travel and offers a blend of beloved destinations with exquisite hidden gems. To encourage guests to experience the Ocean State of Mind, Explora Journeys is offering up to 40% value savings plus \$400 Journey Experience Credit and 10% reduced deposits on select Mediterranean and Caribbean voyages booked by January 31.

Escape to the azure waters and pristine white beaches of the Caribbean, where you can immerse yourself in the eclectic vibes of Key West, stroll through the glamorous town of Gustavia, and take in the lush splendor of Soufriere. Or soak up the timeless beauty of the Mediterranean, making stops in awe-inspiring Barcelona, the charming coastal city of Trieste, or the historic Venetian town of Chania. All journeys include access to 16 unique food and beverage venues, including six restaurants, five lounges and in-suite dining, unlimited beverages, fine wines, premium spirits, a welcome bottle of champagne, complimentary Wi-Fi, on-board gratuities and more.

As a special bonus, TravelEdge guests can also receive up to \$300 Journey Experience Credit per suite. This credit can be used toward all onboard experience, including dining events, an ultra-exclusive selection of wines, cocktails and beverages, a curated selection of Destination Experiences, treatments at the Ocean Wellness spa, shopping at The Journey, as well as suite upgrades.

Experience Explora Journeys today



Antarctica: Crossing the last frontier

Journeying to Antarctica is an expedition the likes of which you've never experienced before. Come witness the untouched beauty of the last frontier on Earth. Marvel at the icebergs, glaciers, and towering

The pinnacle of luxury ocean travel

There's luxury, then there's Seabourn. Sail the oceans of all 7 continents, or take an Expedition voyage for remote adventures. Seabourn's all-inclusive luxury is renowned for their unparalleled personalized service and intimate ship size which grants them access to places unreachable by larger ships. With spacious all-suite accommodations, world-class dining options, and unique destinations, a Seabourn voyage will deliver meaningful moments and life-expanding discovery.

Extended ADX Support

New support coverage

What is the change: Basic ADX support has transitioned from the current coverage (Mon-Fri 8:30am – 8:00pm, Sat – 10am-6pm) to everyday 8am-8pm coverage.

When did it start: February 24th, 2024.

New support timing: 8 AM to 8 PM EST, 365 days a year.

Scope: Level 1 related tasks e.g. payment tracking, Insurance modification, Hotel booking issues etc.



Join Us Again

Next Briefing: May 2nd, 2024





Thank you!