

TEN Presents: Creating Curated Travel Experiences

June 27th, 2024



TRAVEL EDGE
NETWORK

Agenda

1. Welcome & Intro
2. Tour Operator vs. DMC
3. Different Types of 'Tour' Experiences
4. Ask The Right Questions
5. Preferred Partner Information
6. Wrap Up



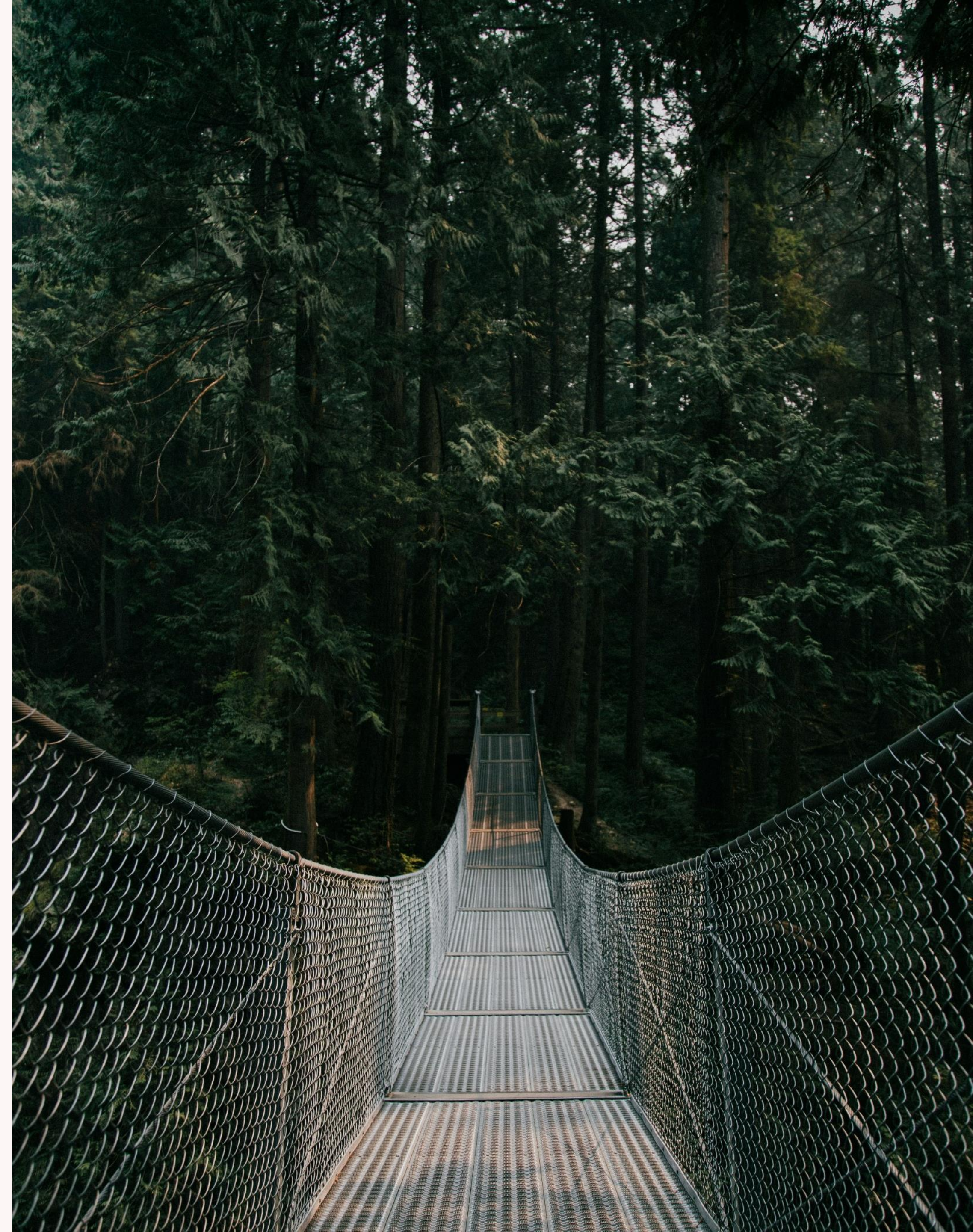
Tour Operator vs. Destination Management Company

What's the big difference?

Tour operators are the creators and distributors of tourism products in commercial destinations, integrating primary services (lodging, transportation, and food) and complementary services (tours, excursions, guided visits, etc.).

They facilitate difficult-to-arrange trips by developing large-scale tourism packages and circuits, marketing them to wholesalers at a single price, or distributing them directly to the client.

A destination management company or DMC specializes in event planning and organization, creating itineraries and logistic programs based on the needs of the client and coordinating all local suppliers.



Look Closer at DMCs

Are there differences among DMCs?

DMCs are classified into three types based on the design and needs of the client who hires their services.

1. Business - congresses, conventions, fairs, and incentive trips).
2. Specialized - pre-designed trips with a focus such as cultural, sun and beach, ecotourism, romance, among others.*
3. Mixed - a combination of the above



Types of Tours

‘Cookie cutter’ vs. Bespoke experiences

You might have heard the term “cookie cutter” in reference to tour operators and the different tours offered. This refers to the inability to “edit” or customize the tours offered.

Bespoke refers to the ability to fully customize and curate the tour experience for the traveler(s).

Some tour operators offer the ability to fully customize the itinerary for your clients.



Different 'Tour' Experiences

Group

Group tours can be large (18+) or small (10 and under). They are usually guided by 1-2 tour guides sourced locally and involve various local activities along the way.

Private - Guided

Private - guided tours are very intimate and involve just the traveler(s) and their guide. It means no worrying about a large group being on time or squeezing into a single activity. It means more privacy and more dedicated time with a knowledgeable guide.

Private - Self

Private – self tours involve a completely laid out itinerary from the tour operator but there is no guide, and the traveler(s) is responsible for getting from point to point. This can provide freedom from sticking to a guide while still having an itinerary to guide the traveler(s).

Fully Independent Travel (FIT)

FIT trips involve separately booked individual components meshed to create an "itinerary". There can be little to no structure or a fully actualized itinerary depending on the traveler(s)'s preferences. DMCs can be used to create an FIT itinerary.

Asking The Right Questions

How to determine tour operator or DMC

When speaking with your clients to start planning their trip you want to ask questions like:

- How many travelers are we planning for?
- Have you traveled on a tour before?
- Have you traveled with a specific tour operator and prefer to use them again?
- Are you interested in a group (small or large) type tour or more private?
- Do you want a guide, or do you prefer to move at your own pace?
- What's your budget?
- Are you looking for something in the luxury market?
- What type of experiences are you looking for on your trip?
- Will you be booking your air through me or on your own?



Preferred Partner Information

Where to go for the information

The [Intranet](#) has so much information for both tour vendors and DMCs. To access click in Resources at the top of the page then Intranet. On the dashboard click Partner Information then either Tour or DMC to access the information.



Preferred Partner Information

Where to go for the information

The screenshot displays the ADX Travel Edge Network interface. At the top, the navigation bar includes 'Home', 'Partners', 'Clients', and 'Resources' (highlighted with a red arrow). Below this, a secondary navigation bar contains 'Intranet' (highlighted with a red arrow), 'Calendar', 'Branch contacts', and 'TEN team'. The main content area features a grid of icons for 'Itinerary Builder', 'Air', 'Hotel', 'Activity', 'Insurance', 'Cruise', and 'Invoice Tool'. On the left, a green 'Self Help' sidebar is visible. The bottom section, titled 'MY QUOTES & BOOKINGS', includes a filter for 'Using ADX As: Me' and a table of bookings. The table has columns for 'ADVISOR', 'CLIENT', 'QUOTE NAME', 'DEPART', 'SERVICES', and 'UPDATE'. A 'View' button is present for each booking entry.

ADX Home Partners Clients **Resources** Bookings ▼ Cruise ID, ADX Ref, PNR, or Invoice # Search Beth Curran ▼

Intranet Calendar Branch contacts TEN team

Itinerary Builder Air Hotel Activity Insurance Cruise Invoice Tool

Self Help

USING ADX AS: Me

MY QUOTES & BOOKINGS [VIEW ALL](#)

Filters: Using ADX As: Me Clear Filters

ADVISOR ▼	CLIENT ▼	QUOTE NAME ▼	DEPART ▼	SERVICES ▼	UPDATE ▼	
BC	Elizabeth Curran	Discovery Princess	6/8/25		6/26/24	View

Preferred Partner Information

Where to go for the information

The screenshot shows the ADX intranet homepage. At the top is a navigation bar with links for Home, Partners, Clients, and Resources. On the right side of the navigation bar are links for Bookings, a search bar for Cruise ID, ADX Ref, PNR, or Invoice #, and a user profile for Beth Curran. Below the navigation bar, a welcome message 'Welcome, Beth!' is displayed, along with a 'Send Feedback' link. A large search bar is prominently featured, with the placeholder text 'Search intranet resources...' and a 'Search' button. To the left of the search bar is a 'Self Help' button. Below the search bar, there are three main tiles: 'Partner information' (with a red arrow pointing to it), 'My resources', and 'Network engagement'. Each tile has a title, a brief description, and a right-pointing arrow. The 'Partner information' tile includes a sub-header 'Access partner contacts and all related resources' and a green circular icon with a checklist and the number '23'.

ADX Home Partners Clients Resources Bookings ▼ Cruise ID, ADX Ref, PNR, or Invoice # Search Beth Curran ▼

Welcome, Beth! [Send Feedback](#)

Search

Search intranet resources... Search

Self Help

Partner information >
Access partner contacts and all related resources

My resources >
Tools and resources to maximize your day to day

Network engagement >
Network calls, communications, and events

Preferred Partner Information

Calling out some of our newer partners

- [ANZCRO](#)
 - Australia & New Zealand Experts
- [Costa Rica Expeditions](#)
 - Costa Rica
- [Delta of Scandinavia](#)
 - Nordic & Scandinavia
- [Essenza Escapes](#)
 - Luxury Villa Escapes in Italy
- [TempoVIP](#)
 - Portugal, Spain, & Morocco
- [Island Routes](#)
 - Luxury Caribbean Excursions



Ensemble Preferred Partner Information

Where to find the listing

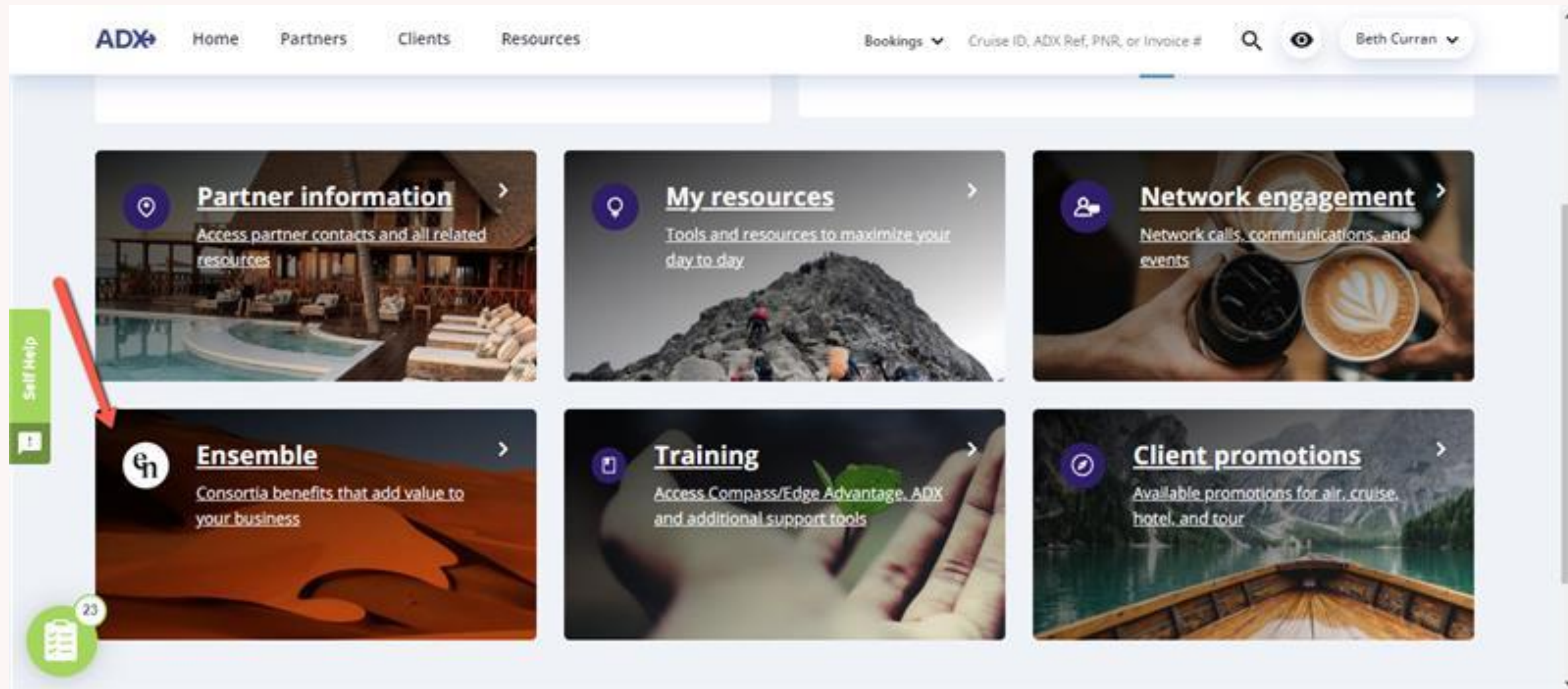
- Always access the Ensemble Member Portal via the Travel Edge [Intranet in ADX](#)
 - Click on Ensemble from the Intranet Dashboard
 - Click on Member Portal to be automatically signed in to the portal
- The Ensemble Preferred Partner Directory can be found by clicking on Partner Search on the left-hand side then scrolling down and clicking on the tab that says Partners.
 - From here you can search or filter further by selecting DMC Partner List.

Screenshots available on the following slides.



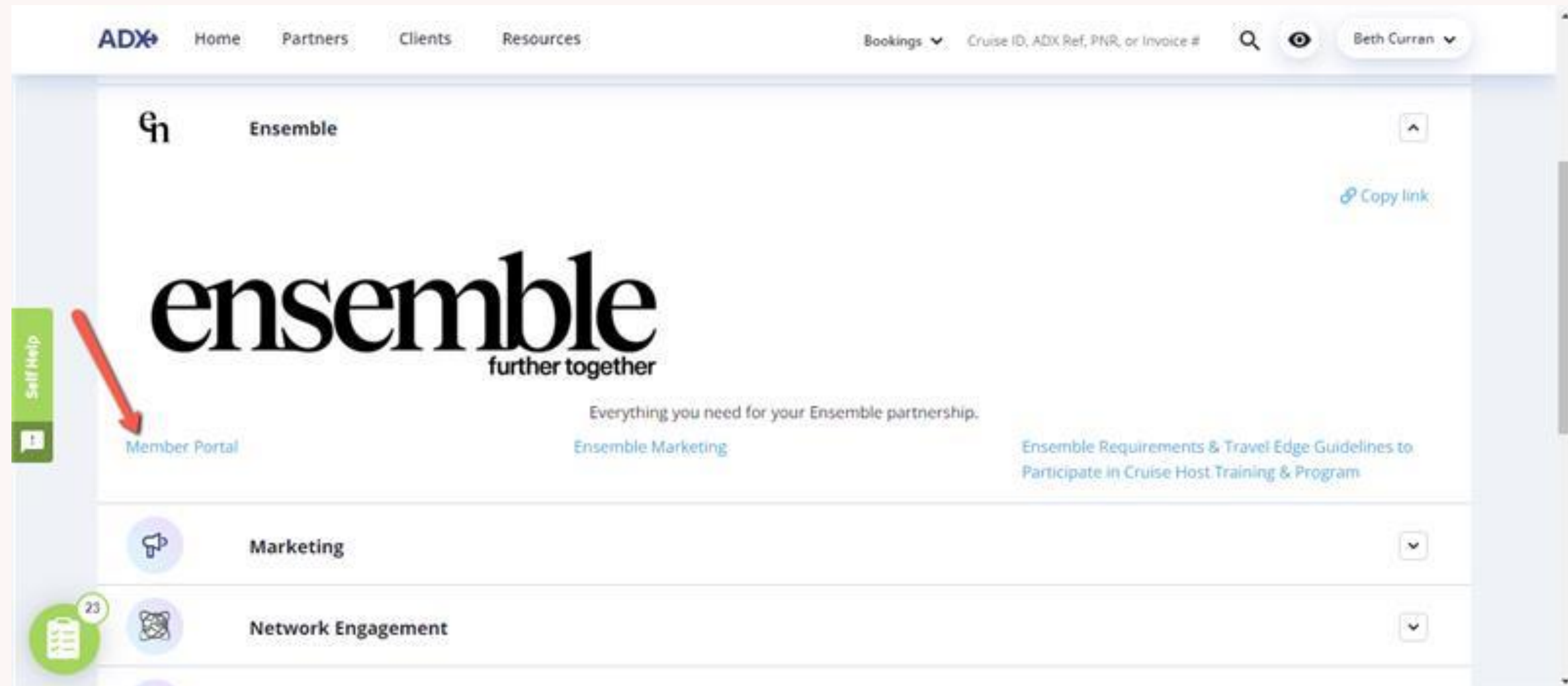
Ensemble Preferred Partner Information

Travel Edge Intranet



Ensemble Preferred Partner Information

Travel Edge Intranet



Ensemble Preferred Partner Information

Ensemble Member Portal

The screenshot displays the Ensemble Member Portal interface. At the top left, a user profile for Beth Curran is shown. The main header features the Ensemble logo and navigation icons for a bookshelf, user profile, Canadian flag, menu, and settings. A personalized greeting, "Good morning Beth.", is displayed above a "Start a capture" button. The left sidebar contains a list of navigation options: Dashboard, Partner Search, Book Travel, Marketing, Events, Programs, Products, Resources, Insights, and Training. A red arrow points to the "Partner Search" option. The main content area features a "Dashboard Announcement | US/CA" section with a large orange banner for "ensemble HORIZONS THE POWER OF YOU" event, scheduled for September 16-19, 2024, at Resorts World Las Vegas. Below the banner, a message states: "Registration is now open! Get your access [here](#) to connect with partners and travel professionals from around the globe." At the bottom, a "Partner Search | CA" link is visible next to a small image of people at a pool.

Ensemble Preferred Partner Information

Ensemble Member Portal

The screenshot displays the Ensemble Member Portal interface. At the top, a dark navigation bar contains the Ensemble logo, a user profile for Beth Curran, and icons for gifts, messages, a Canadian flag, a menu, and settings. Below this, an orange banner greets the user with "Good morning Beth.". The main content area features a "Dashboard Announcement | US/CA" section with a large orange and yellow graphic for the "ensemble HORIZONS THE POWER OF YOU" event, scheduled for September 16-19, 2024, at Resorts World Las Vegas. The announcement text states: "Registration is now open! Get your access [here](#) to connect with partners and travel professionals from around the globe." A left-hand sidebar lists navigation options: Dashboard, Partner Search, Book Travel, Marketing, Events, Programs, Products, Resources, Insights, and Training. At the bottom, a "Partner Search | CA" link is visible next to a small image of people at a beach.



Questions?