

Travel Edge Network Call

July 11th, 2024



TRAVEL EDGE
NETWORK

Agenda

NETWORK UPDATES

Michelle Leal

PARTNER UPDATE | CRUISE & TOUR

Larry Garnett

PARTNER UPDATE | HOTEL + GROUND

Mary Kleen

PARTNER UPDATE | AIR + INSURANCE

Kristina Barrett

OPERATIONS UPDATE

Kate Richardson

MARKETING & SOCIAL UPDATE |

Angela & Saloni



Network Update



Michelle Leal
VP, Travel Edge Network





Welcome SVP, Travel Edge Network

Kevin O'Brien



TEN Community Pillars

Three pillars of TEN community: Marketing, Events, and Engagement

Marketing



- Local Media
- Consumer Web
- Internal Intranet
- Organic Social Media
- Regional eNewsletter
- Range Magazine
- In Office Advertising

Events



- Advisor
- Social Events
- Supplier Visits
- FAM Trips
- Consumer Events
- Trade shows

Engagement



- Awards
- Philanthropy
- Office/Meeting Space
- Leadership Visits
- Rewards & Recognition
- Youth Scholarship Program

Limitless ^{AT} HORIZONS

The Travel Edge team invites you to join us for our exclusive ***Limitless at Horizons*** event where we will mix and mingle with your fellow advisors and our preferred partners, while overlooking the stunning views of Las Vegas.

Alle Lounge ~ Sunday, September 15, 2024, 6:00pm ~ 10:00pm

On Monday from 10:00am ~ 2:00pm, we will have a Travel Edge dedicated session led by Andrew Pilkington speaking to the future vision of TE, ADX roadmap, a partner panel and you will have the opportunity to connect with TE advisors and partners.

Later in the week, we have a fun cocktail pop-up planned and a few surprises. [Register HERE](#) ~ TE Events!





Ensemble Horizons

Monday, September 16, 2024 – Thursday, September 19, 2024
Resorts World Las Vegas

Join us for a spectacular week at Ensemble Horizons, beginning with the Opening Session on Monday, September 16th and concluding with the Closing Awards Party on Thursday, September 19th. Ensemble Horizons is the perfect platform to expand your network and build valuable relationships, whether you're a seasoned professional or new to the industry.

If you wish to extend your stay for the remainder of the week at Ensemble's Horizons conference, simply [click here](#) to secure your spot with our promo code TRAVELEDGE and continue your journey with us.

Don't forget to book your stay at Resorts World with our event rates by [clicking here](#).

Limitless

Discover The Americas
Wednesday, August 7, 2024

This August, we invite you to embark on an exciting virtual adventure across The Americas at our next *Limitless* event.

What you can expect:

- Expert Insights: Discover prime family destinations and activities across The Americas from top travel experts
- Engaging Discussions: Participate in live sessions with seasoned travel professionals.
- Exclusive Previews: Get sneak peeks at unique experiences and hidden gems you won't find anywhere else.

Plus, attendees will have the opportunity to join us for in-person regional meetups!

Register [HERE](#)



Limitless

Discover The Americas
Wednesday, August 7, 2024

To make this event more special, we are giving YOU the chance to be part of our closing session. We invite you to showcase your "hidden gem" of The Americas - whether it's a stunning photo or a captivating video of a place, activity, or moment that holds a special place in your heart. The photo or video can be of you physically experiencing your recommended hidden gem, or simply telling us the name of the exciting destination you've chosen.

Participating is easy! Simply upload your file using the link below.

We are excited to see the diverse and beautiful submissions from our community, and we look forward to featuring your hidden gems in our closing session.

Upload [HERE](#)

Upcoming Webinars

1. What makes Atlas Ocean Voyages Unique

Monday, July 15th 2024. 1:00pm - 1:30pm ET

<https://attendee.gotowebinar.com/register/5166145982763033942>

2. Beyond First Class: TCS World Travel's Extraordinary Private Jet Expeditions

Thursday, July 18th 2024. 1:00pm - 1:30pm ET

<https://attendee.gotowebinar.com/register/1601568867976036443>

Partner Update: Cruise & Tour



Larry Garnett
Director Advisor Services Relationships



Preferred Partners

2024 - 2025 Cruise, Tour, & DMC Update

To date we have added an entirely new DMC Preferred Program, enhanced our Preferred Tour Program and updated Cruise partners.

- 35 DMC Preferred Partners
- 21 Tour Preferred Partners adding; Collette, CIE, TTC Brands & Delta Vacations
- 30 Cruise Preferred Partners recently adding; Atlas Ocean Voyages and Ritz Carlton Yachts



A Few New Preferred DMC Partners

A few of our newest 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



Partner Update Hotel & Ground



Mary Kleen
Relationship Director and Hotel Sales



TEN Luxury Hotel Program Update

Total Preferred Partners Now 5000+

- TE3 Rates Now Include 35 Hotel Programs
- Notable 2024 Additions to TE3 Rate Program:
 - Auberge Resorts
 - Barriere Hotel Group
 - Design Hotels Collective Program
 - Greco Hotel Hotels & Resorts
 - Pan Pacific Hotel Group
 - Red Carnation Hotels
 - Salamander Hotels & Resorts
- Preferred Portfolio Includes 1,190 Ensemble Rates
- 1000+ Independent Boutique Properties
- New Booking Options for More Luxury Inventory:
 - Mr & Mrs Smith portal: 1,990 hotels
 - Expedia TAAP: 350,000+ hotels

SORT BY RATE TYPE

Select All

- ☐ **E** HOTEL EDGE
- ☒ **a** AMENITY RATE
- ☐ **S** SABRE
- ☒ **P** PREFERRED PARTNER
- ☒ **TE** LUXURY PROGRAM



Partner Update: Air & Insurance



Kristina Barrett
Relationship Director, Air & Insurance



Airline Partner Agreements

2024 - 2025 Air Contract Update

To date, 166 agreements have been loaded into ADX and on the Travel Edge Intranet

- 40 new agreements
- 100 agreement extensions
- 26 agreement updates
- Tactical and Bonus Commissions



Operations Update



Kate Richardson
Director, Operations



TEN Air Connect Pilot

Let our team do the heavy lifting & still earn a referral commission

The TEN Air Connect Team is a full-service Air Concierge Service including shopping, booking, and ticketing team that provides services to TEN ICs, Affiliates and their clients.

- ✓ The TEN Air Connect team will liaise directly with the client or via the IC
- ✓ No debit memos
- ✓ 24/7 support included with every booking with support extended to all services booked in ADX under the same reference
- ✓ A seamless client experience with all services booked under one ADX reference & in one itinerary.
- ✓ Let the TEN Air Connect team do the work and still earn a referral commission!

Stay tuned for more details



Commission Chasing Pilot

Assess effort, resourcing needs and opportunity for commission chasing as a service

- ✓ 58 invoices representing \$46,000 USD submitted for assistance with outstanding commission collection
- ✓ To date – Successfully collected \$7,000 USD with 35 invoices still in the active collection process.
- ✓ Next steps to include modelling for effort and resourcing needs to offer the service network wide.



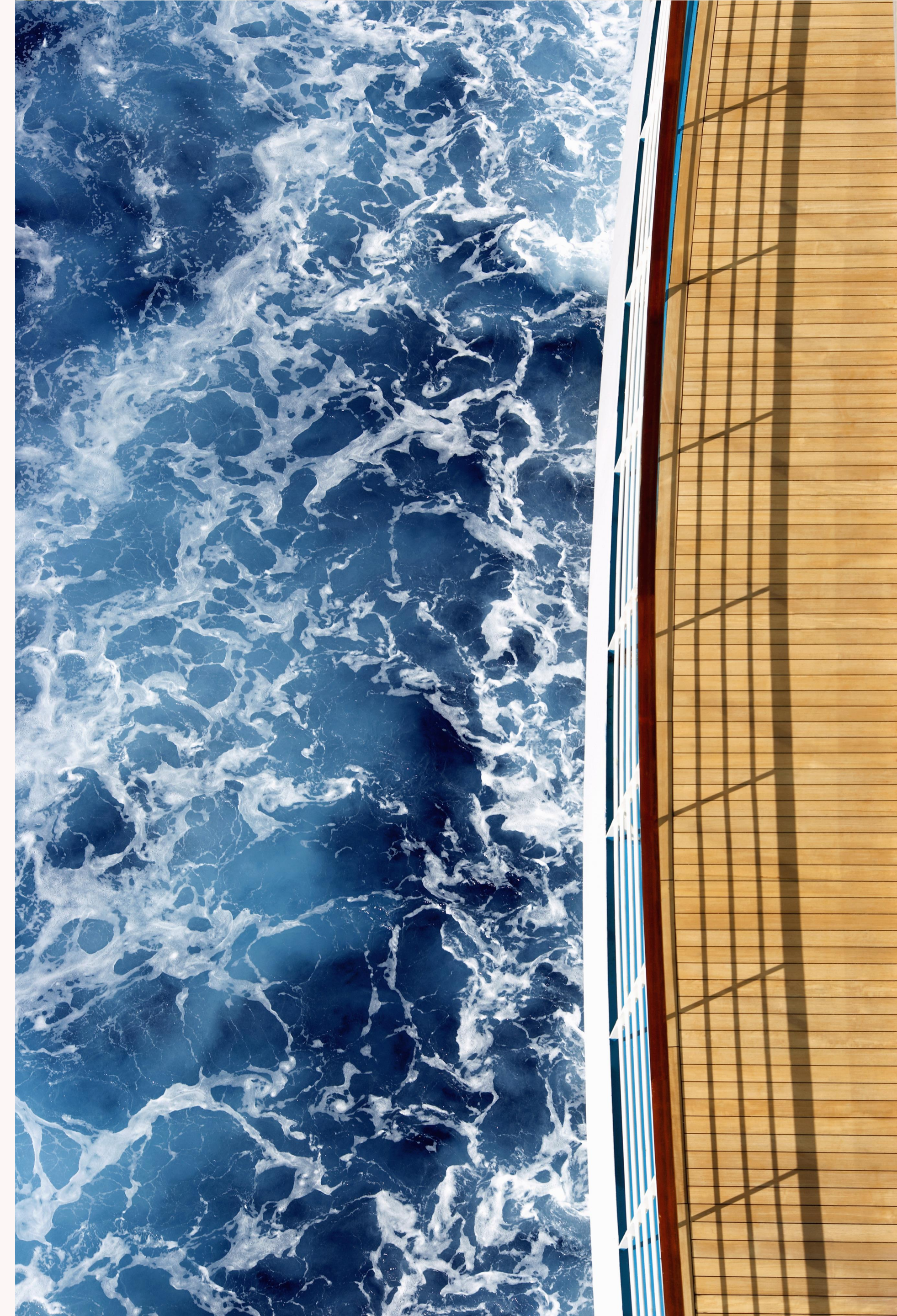
ADX Cruise Beta Testing & Pilot

What does the current testing mean for you?

Currently, ADX cruise is in Beta testing with a small group of advisors. As the Beta test wraps, TripArc will collect feedback and resolve any issues that were uncovered during the testing period.

A larger Pilot will take place towards the end of the summer. We'll need more advisors to help with this Pilot and that's where you come in!

Please reach out to kate.richardson@traveledge.com if you would like to participate



Destination Guides

Now Available in Compass

Login to Compass to view more than 60 Destinations Guides to major cities across the globe

- History, Arrival Information, Attractions, Events, Culture, Travel Tips and more
- Complete the e-learning to access a downloadable guide that can be sent to your clients

Login to your Compass account and access the “Ensemble Destination Guides” button shown below.

Don't have a Compass Account? Reach out to advisor.services@traveledge.com

ensemble
DESTINATION GUIDES



Kyoto

Photo: Calin Stan/Shutterstock.com



SeanPavone/Shutterstock.com



Pigprox/Shutterstock.com



Steeped in history, the once-capital of Japan and the former seat of the Imperial House, Kyoto is famed for being home to endless Buddhist temples, Shintō shrines, Zen gardens and palaces, many of which are UNESCO World Heritage Sites. Aside from the magnificent architecture and fascinating history, the Kyoto of today is a youthful and vibrant city that stays close to its spiritual and historical roots.

Featured

-  **Nijo-jo Castle**
Another beautiful castle in Kyoto and one of the filming locations for the m...
-  **Nishiki Market**
For any visit to Kyōto, a stop at Nishiki Market is a must. The over 400-yea...
-  **Gion District**
Developed in the Sengoku period as a village for the visitors of the nearby ...
-  **Otagi Nenbutsu-ji Temple**
The original little temple atop a hill was destroyed by a typhoon back in th...

Top 5

-  **Kinkaku-Ji**
As Kyōto's most iconic landmark, Kinkaku-ji (literally the "Temple of the Go...
-  **Ginkaku-Ji**
At the foot of Kyōto's eastern mountains, Ginkaku-ji (Temple of the Silver P...
-  **Fushimi Inari Shrine**
The complex of Fushimi Inari Shrine is one of the most remarkable sights in ...
-  **Arashiyama Bamboo Forest**
In the Arashiyama district, you will find the mesmerising and seemingly endl...
-  **Tōfuku-Ji Temple**
Tōfuku-ji Temple is one of the oldest and most famous Zen temples in Kyōto f...

Personalized Marketing Update

Hi there! Having worked on the Travel Edge Marketing team for over 2 years now, I have experience working with our trusted partners to develop coop material, as well as helping to set advisors up for personalization.

I am here to help!

- Questions about the program
- Technical support, list support, personalization

angela.bahnesli@traveledge.com /

[book a call with me](#)

Angela Bahnesli
Personalized Marketing Concierge



Social Update



Hello! I am a data-driven brand marketer passionate about elevating brand presence through innovative strategies.

I can help you with:

- How to use the social media toolkit
- Any other questions on navigating the social media landscape

saloni.sharma@traveledge.com /

[book a call with me](#)

Saloni Sharma
Social Marketing Concierge



Travel Edge's Personalized Marketing Program is here to support you

- Stand out from your competition with **enhanced communications between you and your clients.**
- Your clients will receive **exclusive offers**, seamlessly personalized with your contact information and branding to help you **drive conversions.**

What's new?

- Fresh look & feel
- Preference center
- Offer landing pages
- Social toolkit
- **VISIT THE NEW MARKETING & ENGAGEMENT HUB**

Marketing Tab

- Email communications
- Print communications
- The Social Club
- How enrollment works
- FAQ
- Express consent & privacy



THOM BISSETT TRAVEL
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THOM BISSETT

Travel Better

Thank you for traveling with us in the latest issue of Range by Ensemble. Start planning your next journey — beyond these pages — with your trusted Ensemble travel advisor.

Thom Bissett Travel
(415) 221-0285 x40
thom@thomtravel.com
thomtravel.com

THOM BISSETT



3 TIPS

For Solo Travellers

1

Socialize
Talk to locals and other travellers you meet along the way. You'll learn a lot and have great memories!

2

Plan
I will work seamlessly with you to ensure you have the smoothest trip and provide 24x7 support.


3

Explore
Don't be afraid to roam and take in the full experience! Sometimes, just walking around you'll discover great local spots.



Family Fun


Make way for the new type of vacation - the inter-generational, family fun kind. Whether you're exploring the ancient ruins of Machu Picchu, visiting the vibrant markets in Marrakech, or sailing the azure waters of Greece's Cyclades islands, it's a journey that brings together the past and the present, where laughter echoes through historic streets and the love for travel knows no age. Time to embark on your next family adventure, where memories are made, and the beauty of the world is shared across generations.



Set sail for splendor

This summer, say hello to Seabourn's 'A Tale Beyond Event', a limited-time offer where you can enjoy a Two-category Veranda Suite upgrade and up to \$2,000 USD per suite shipboard credit.

Learn More




Discover your next home at sea

Book your cruise by April 30, 2024, and enjoy value savings, plus €400 Journey Experience Credit and 10% reduced deposit, on select expeditions.

Learn More


Did you know?

The most popular cruise destinations of 2023 were the Caribbean, Alaska, and Europe.



Experience soulful Sicily

Welcome to the Italian capital of culture where ancient charm meets arabesque architecture. Explore the capital city Palermo's multitude of piazzas and souqs that line the story streets. Ballaro is one such street market you should definitely put on your list. An authentic explosion of colors and scents from fresh produce, here is where you can have a hearty bite of the best food Sicily has to offer.



PARTNER OF THE MONTH

CRYSTAL

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 Tignes, or the historic Venetian town of Chania. All journeys include access to 18 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, Travel Edge 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



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.

Book by January 31st to take advantage of their exclusive Sail of the Year and receive 15%-25% savings, reduced deposit, and up to \$10,000 USD shipboard credit per suite. Guests of Travel Edge can also enjoy exclusive perks of up to \$400 USD shipboard credit, exclusive shore events & cocktail parties on select hosted journeys.

Experience Seabourn

Members Center Tab

- Brand tools
 - Brand guidelines
 - Logos
 - Brand imagery
 - Partner logos
 - Business cards
 - Letterheads
- Archive
 - ARRIVE
 - TE Retail Email Program
- Promotions
 - Advisor promotions (coming soon)
 - Client promotions (coming soon)
 - POM/DOM (coming soon)

Brand Guidelines

Travel Edge Logo Overview

In all our marketing and communications with consumers, one unified brand will be consistently and powerfully represented: Travel Edge.

To help reinforce the brand, we want to ensure that all communications leveraging our brand are consistently represented. This guide is to help use the assets in the right way at the right places.

Each of our advisors are members of Travel Edge Network, the heart of our business. As you'll see, its brand is closely tied to the overall Travel Edge look, feel, and tone.



***NOTE:** United States and Canadian versions available upon request. Avoid using multiple logo lookups on one asset.



Ranked #20 on Travel Weekly's Power List, Travel Edge is a leader in the North American luxury travel industry, with over \$850 million in annual sales across luxury cruise, air, hotel, and tours. Our goal is to ensure that everyone gets more value from the luxury travel business – from luxury travel advisors, to the many outstanding partners and high-end properties we work with, to our discerning clients.

Travel Edge Network, our broad network of over 450 top luxury advisors, with 85 affiliated agencies representing an additional 425 advisors, serves an affluent and engaged client base that spans the U.S. and Canada. These advisors are the heart of a passionate and supportive community, where the focus is on sharing and training to enable continual growth. They are able to take advantage of a wide range of powerful tools and platforms, including innovative ADX technology, extensive marketing and technology support, and many other ways that we support the growth and success of our travel advisors.

Brand Imagery



Blog Tab

- Edge Explorers *NEW
- Andy's Keeping in Touch

Edge Explorer

Follow along on the adventures of our Travel Edge team as they share insider tips, uncover hidden gems, and provide candid reviews from their travels around the world.



Discovering the Magic of Finland

Laura Gable

May 21, 2024 3:16:01 PM

Travel Edge Designer Laura Gable shares her wintery adventures in Lapland and Helsinki.

Keeping in Touch

Here, you can stay connected and get first-row tickets to Andy's globetrotting adventures - like visiting exciting locales and meeting interesting people.



Issue 2- April 22, 2024

Andrew Pilkington

May 31, 2024 3:44:32 PM

Hi Travel Edgers, Working in the travel industry means that you travel more than the average...



Issue 1- March 13, 2024

Andrew Pilkington

May 31, 2024 12:57:48 PM

Hi Travel Edgers, For those of you who have not met me yet, please allow me to introduce myself. My...

Coming Soon

- Event calendar
- Promotions
- Regional office content and local events

TRAVEL EDGE

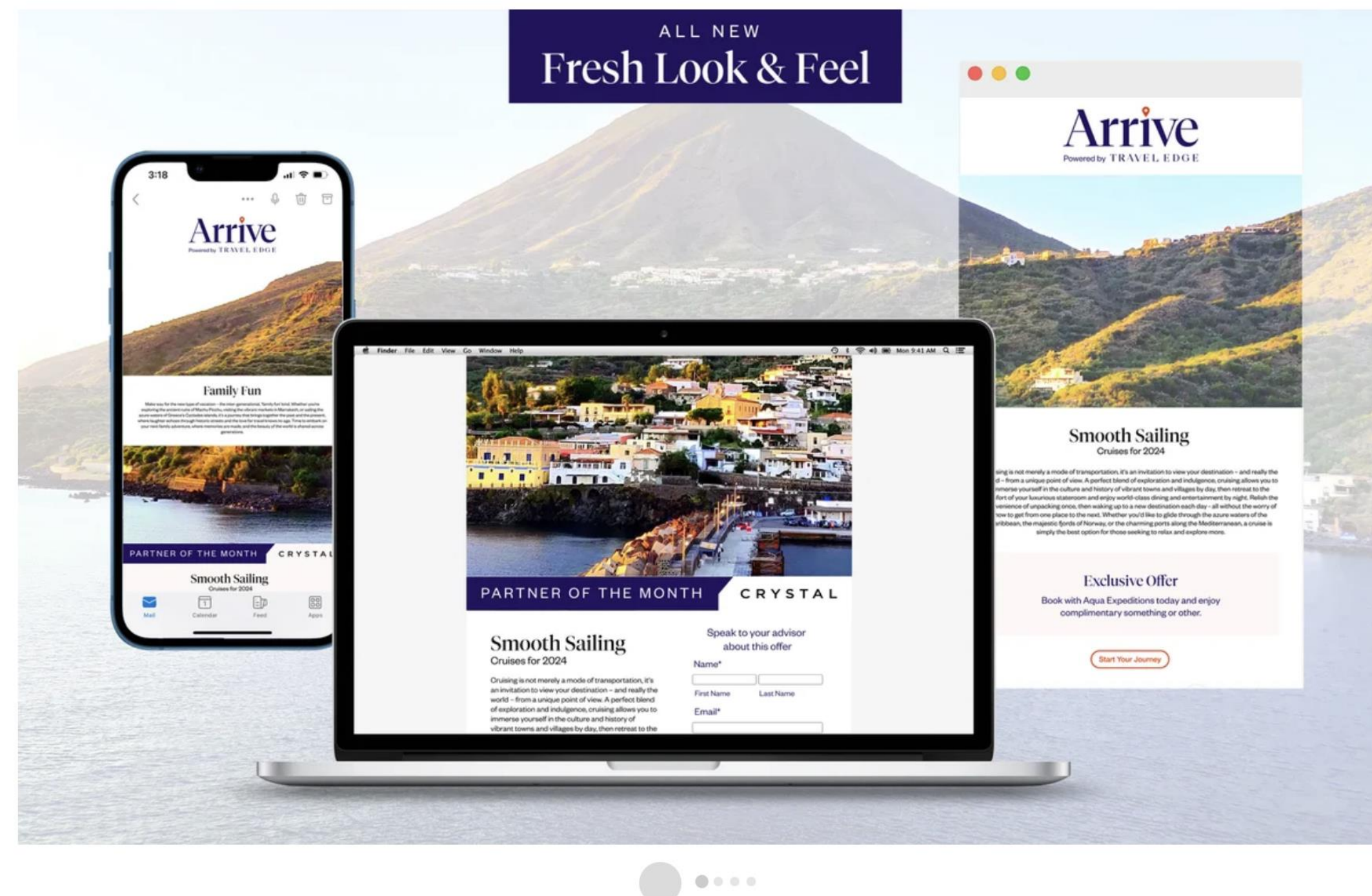
Marketing ▾

Members Center ▾

Blogs ▾

Enrol in marketing

Elevate your brand with the Travel Edge Personalized Marketing Program



Join Us Again

Next Briefing: September 5, 2024





Thank you!