



TRAVELMANAGERS

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Training Never Stops at TravelManagers

Wednesday, 26 August 2009

TravelManagers will release its much anticipated second travel catalogue this week, which has an added bonus for its personal travel managers. In addition to it being considered a sales tool, each personal travel manager will be able to complete a training module on one of the selected destinations.

TravelManagers' chief executive officer, Joe Araullo says an intimate knowledge of destinations is a sure way of providing clients with superior service but it is about making the learning fun.

"All consultants who complete the training within a specified time frame and achieve a nominated pass mark of 92 percent, go into the draw to participate in an escorted destination famil programme to Oman and Dubai, that is sponsored by the Sultanate of Oman Tourism and flying Emirates Airlines."

TravelManagers' Personal Travel Catalogue will feature a range of product including Africa, (Wildlife Safaris) The East Mediterranean and Persian Gulf (Sun Island Tours), Thai Luxury Pool Villas (Specialist Holidays) and Queensland (Sunlover Holidays).

Mr. Araullo says the principle purpose for the training and destination familiarisation is to equip the personal travel managers to respond knowledgably to customers enquiring after receiving the Personal Travel Catalogue.

"The response to our first catalogue literally blew us away, particularly given the economy. It reinforced to us that clients are after quality product, value for money and an intimate knowledge of the destinations from their personal travel manager."

TravelManagers operate weekly operational and product Webinar training but in addition to this and as a result of demand Mr. Araullo says they have incorporated additional external, self-paced online training in a modular format.

"The first of these focuses on Oman and is being followed by the ever popular destinations of California and Las Vegas. Again for the personal travel managers who complete the training and obtain a 90 percent mark they will be eligible to go into the draw for destination famils covering Los Angeles, Palm Springs or San Diego and Las Vegas."

TravelManagers' has been inundated with the support from the various product suppliers for the training and incentivized famil programmes.

"The Oman destination training is hosted by Travel Academy on behalf of the Sultanate of Oman Tourism, who has been instrumental in ensuring this initiative takes place. Similarly the California Travel and Tourism Commission and the Las Vegas Convention and Visitors Authority have been very involved in preparing the North America training and providing the familiarisation arrangements together with Viva Holidays and V Australia Airlines."

Mr. Araullo dismissed comments that it was entirely up to each individual travel manager to increase their knowledge.

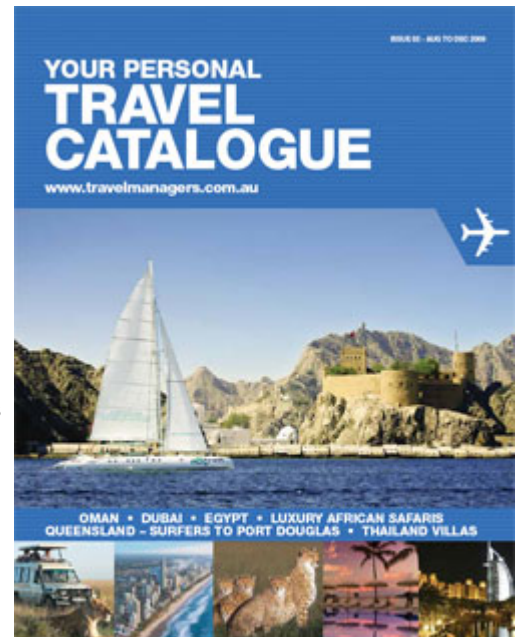
"Even though our personal travel manager network boasts an average industry experience of 15 years training never stops. The only constant is change and travel professionals must constantly refresh their destination and product knowledge. As the support body behind our personal travel managers we absolutely must play a role, we have a very strong responsibility to do so."

Mr. Araullo hammered home his commitment to training by saying it was for all of their personal travel managers regardless of their level of experience or current earning levels.

"Even our top 20 earning personal travel managers who between them average incomes in excess of \$80,000 per annum are



Joe Araullo



cover of TravelManagers' second Travel Catalogue

participating in this destination specialist training and are regular participants in our weekly Webinar online training. Perhaps there is a message here as to why they are so successful.”

TravelManagers see the quarterly Personal Travel Catalogue as a way of stimulating its clients’ interest in new and/or unusual destinations.

“Everyone loves to brag about their up and coming holiday and to mention a destination people haven’t considered or know much about definitely has a buzz associated with it. The Sultanate of Oman is definitely such a destination.”