



## TravelManagers Stacks up the Milestones

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TravelManagers has had outstanding growth in the past six months with total sales for June 2009 being their highest on record which chief executive officer, Joe Araullo puts down to several factors.

"There is no way I could pin-point one aspect that is responsible for our phenomenal growth figures. The reality is behind the scenes we have been concentrating on several areas and these combined with our personal travel managers' skills and abilities, are paying huge dividends.

Mr. Araullo says technology has been critical and a high priority.

"The travel industry is intrinsically linked with technology and its importance for personal travel managers is significant. Sure you need to build strong relationships with clients, but the reliance on technology given our personal travel managers geographical spread and in some cases remoteness meant we wanted to invest in this area to maximise their effectiveness."



TravelManagers outlines the following examples:

- Introduced new fares and ticketing technology enabling 24/7 access to fares with integration to mid/back office and option to self-ticket if desired.
- Incorporated remote access into their intranet (The Oracle) to ensure a more effective delivery of technology support and one-on-one personal administration support to its personal travel managers.
- Doubled the number of specialist online forums from three to six on The Oracle.
- Released new and enhanced supplier information pages on The Oracle, many with direct access to online booking facilities.
- Introduced weekly Webinar online training that covers internal operational and administration procedures plus supplier product and destination training.
- Commenced production of a centrally designed and produced quarterly "Personal Travel Catalogue" in both hard copy and electronic formats for distribution to each personal travel manager's client data base and to prospective new clients.
- Designed, produced and implemented a new consumer website (separate and in addition to their recruitment website) presenting the TravelManagers' personal travel manager concept with the objective of inspiring people to travel while assisting them to find a conveniently located personal travel manager.
- Produced personalised individual websites for each personal travel manager that will link to central consumer website.
- Launched a centrally designed and distributed eNewsletter with tactical and exclusive offers to each personal travel manager's client data base. This occurs on a monthly basis and is called "Personally Yours".
- Mr. Araullo says in addition to the eNewsletters TravelManagers produce a significant number of reports for their personal travel managers' to assist them with their eMarketing. These include:

1. Centralised collation and analysis of their marketing data in Tramada with constructive feedback (quality control)
2. Automated updates from their Tramada client database into TravelManagers' eMarketing System.
3. Campaign management allowing PTMs to opt out clients who wouldn't benefit from a particular newsletter.
4. Post campaign report to show the effectiveness of the most recent newsletter.
5. TravelManagers' personal travel managers can then access more detailed reports such as a detailed listing of who opened and/or actioned a newsletter

Centrally produced and distributed eNewsletters are now personalised to come from the personal travel manager's own email address including their individual name.

Mr. Araullo says it is a vital marketing tool that is paying high dividends for their personal travel managers.

“It is a highly effective, low cost marketing tool which allows clients to be kept up to date with the latest deals and most importantly allows our personal travel managers contact with their clients on a regular basis and a legitimate reason to contact clients.”

“Our personal travel managers are then able to concentrate on responding to enquiries (sales leads) generated by the eNewsletter. The regular eNewsletter contact by the personal travel manager also leads to sales enquiries totally unrelated to the content of the eNewsletter as it triggers a clients desire to make travel plans.”

In addition to technology advances Mr. Araullo says providing support through people and resources has featured strongly.

“We saw it as crucial our personal travel managers had people they could call for support and look at their business with fresh eyes. We all benefit from independent and specialist expert advice.

TravelManagers outlines the following examples:

- Appointed business partnership managers in Melbourne, Brisbane and Sydney to mentor individual personal travel managers and assist with business development planning and marketing activities on an as needs/by request basis
- Produced and distributed a ‘Local Marketing Kit’ in hard and electronic formats incorporating an extensive range of promotional materials including ideas as to how TravelManagers’ personal travel managers can market themselves.
- New and enhanced supplier agreements have been negotiated to ensure competitive top quality product for the TravelManagers’ personal travel managers to sell.

For a confidential discussion regarding becoming a personal travel manager contact Aaron Stinson, recruitment manager, at: [aarons@travelmanagers.com.au](mailto:aarons@travelmanagers.com.au)

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