

**WBN – May 2007**

**Travel Trends &**

**Why Your Travel Professional is Your Best Travel Investment**

**Trends in Travel**

- Soft Adventure
  - o Kayaking in Belize
  - o Dog sledding on Alaska's Mendenhall glacier by helicopter
  - o Climbing Mt. Kilimanjaro in Tanzania
  - o Jet boating in Milford Sound, New Zealand
  - o Snorkeling with the marine iguanas in the Galapagos Islands
  - o Dune riding in Dubai
  - o Horseback riding with the gauchos in Uruguay
  
- Luxury Cruising
  - o Shopping local markets with the chef
  - o Iced, scented towels and caviar brought to you in the hot tub
  - o Docking by the Hermitage on the Neva River in St. Petersburg, which only small ships can do
  - o Sampling wineries in Chile's Maipo Valley outside Santiago
  - o Sipping complimentary champagne from your private balcony as you sail down the Grand Canal in Venice
  - o Butler and Concierge service to spoil you, unpack for you, shine your shoes, book private excursions not available to the general public
  
- Exotic Destinations
  - o Touring the recently opened ruins of the temples at Ankor Wat. Cambodia – the largest in the world
  - o Staying up all night to watch game gather at the Ark's watering hole in Kenya
  - o Revelling in the sunrise at the Taj Mahal as seen from your verandah at the Amarvila Hotel
  - o Watching Stromboli erupt as you sail through the Strait of Messina
  
- Ecotouring
  - o Marvelling at the birds' cacophony on the Ballestas Islands in Peru
  - o Swimming with the manta rays in Bora Bora's lagoon
  - o Zip lining through the canopy jungles of Costa Rica
  - o Ballooning over the Serengeti
  
- Multi-Generational
  - o Grandparents are younger in spirit and more adventurous, having both been in the work force
  - o Grandparents are paying for kids and grandkids to travel with them
  - o Cruising & family resorts appeal to all generations and have something of interest for everyone
  - o Grandparents are taking grandchildren on trips to give busy parents a break

- Educational/Experiential
  - Cooking schools in Tuscany and at the castles of northern Italy
  - Photography trips, such as Manotick Travel & Cruise Centre's November tour of Africa with Michelle Valberg as guest host
  - Festivals such as Mardi Gras in Venice or Floriade in Amsterdam
  - Reliving John McCain's incarceration at the Hanoi Hilton
  - Learning all about Balsamics in Modena
  - Participating in the sunset ceremony at the Pueblo in Taos, dating back over 1000 years
  - Dancing the Tango in San Telmo, Buenos Aires
  
- Spa/Wellness
  - Virtually all ships and most good hotels now have spas with a full menu of treatments & therapies as well as upscale products for use and sale
  - New spas opening faster than hotels and all over the world, including day spas and destination spas for every pocketbook
  - How about a vineyard spa with full-bodies grape-seed exfoliation and an aromatic pinot noir body mask in Australia's Yarra Valley?
  - Or a green blanket body wrap using maple scents lotions at the Salon La Clairiere at the Fairmont Chateau Montebello
  - Or the 20,000 sq. ft. Canyon Ranch spa aboard the Queen Mary 2 featuring:
    - 24 massage, body and skincare treatment rooms and their unique Aqua Therapy Centre, offering a variety of innovative water features for maximum relaxation:
    - Thalassotherapy pool with airbed recliner lounges
    - Neck fountains and whirlpool
    - Deluge waterfall
    - Air tub and body massage jet benches
    - Herbal and Finnish saunas
    - Aromatic steam room
    - Reflexology basins
  
- Greening
  - Reducing airline carbon emissions
    - Voluntary carbon neutral or offset contributions being added to air tickets to support planting trees
    - Airlines looking at more direct flight patterns and reduced take off and landing waiting times
  - Hotels reducing water and energy use
  - Cruise ships are using sea water to scrub or reduce engine emissions, using the natural chemistry of sea water to remove all sulfur oxide and reduce particulate matter emissions
  - Cruise ships are turning off their engines in some ports and plugging into shore side clean electrical power, known as cold ironing
  - Regent Seven Seas' affiliation with Jean Michel Cousteau's Ocean Futures Society which was involved such initiatives as President George Bush's decision in making the Northwestern Hawaiian Islands the largest protected "Marine Park" in the world (over 140,000 square miles)

## Why Your Travel Professional is Your Best Travel Investment

- Expertise
  - Through years of training, courses, seminars, lectures by suppliers
- Experience
  - Through personal travel, other colleagues', suppliers' and clients' travel feedback
- Resources
  - Internet, Computer Reservations Systems, subscriptions to vendor services, manuals, suppliers' handbooks and internal communications, tourist boards
  - Access to the latest in travel products and promotions
  - Access to guaranteed quality suppliers in exotic destinations
- Advocacy
  - Help should something go wrong, before, during and after travel
  - More clout with suppliers than you have individually
  - Special relationships with major vendors
  - Emergency services such as help with lost documents, illness, death, cancelled travel, weather while travelling
- Comparative Services
  - Knowing which suppliers serve which destinations and which suppliers are strongest in each product or destination
  - Alliances with other travel agencies to build strength in numbers
  - Bulk buying of cruise group space for better pricing and more added-value amenities
  - Corporate hotel and car rental rates
  - Consistent studies show that over time travel professionals come up with pricing that is 20% less than consumer can purchase over the internet and with all the other added benefits
- Payment Protection
  - Ontario travel compensation fund which protects you in the event of supplier or agency insolvency or non delivery of services if you have purchased your services through a licenced Ontario travel agency
- Advisories
  - Documentation - Ensuring you have the correct documents, visas, inoculations to travel
  - Penalties to change or cancel prepaid travel arrangements
  - Travel advisories – letting you know of local customs and regulations that could affect your trip
  - Travel Insurance – how, why and what coverage you need to buy
- Getting to Know You
  - Understanding your personal preferences and if you prefer modern vs. traditional, contemporary vs. luxury
  - Keeping track of your loyalty cards, airline seat preferences, special meal requirements, allergies
  - Keeping you informed of new travel opportunities