

Case Study: Barbados Tourism Authority



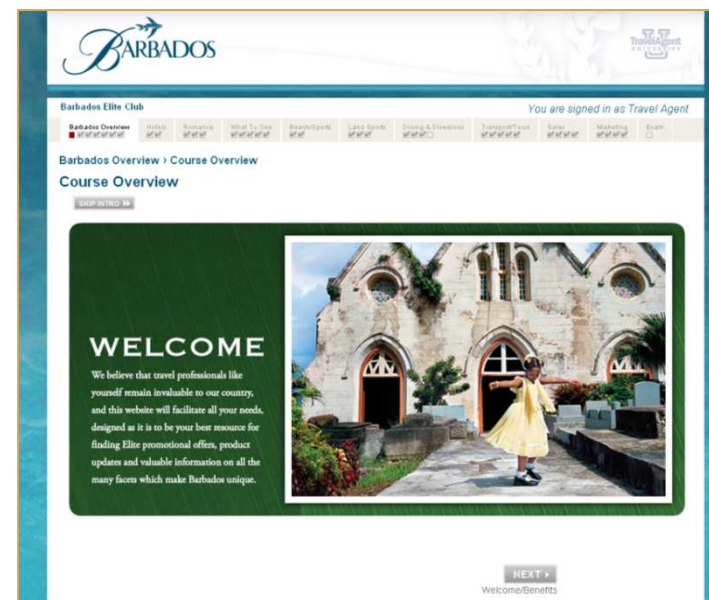
Background

After an unsuccessful launch with another travel agent training program, Barbados Tourism Authority was eager to re-launch its online training program at the beginning of 2011. The client was adamant about coming to market with a timely program that was effectively managed but, most importantly, one that generated 100% agent referrals.

Travel Agent University was able to deliver a seamless, enhanced training and rewards program – Barbados Elite Club - geared at keeping travel agents abreast of the island's latest travel news and designed to generate lasting relationships through an exclusive agent rewards program.

Results

The Barbados Tourism Authority Barbados Elite Club program launched to rave reviews in February 2011, resulting in strong interest from 100% qualified travel agents. After achieving their immediate goals, the client renewed their program for 2012 due to the high degree of professionalism, creativity and efficiency Travel Agent University delivered.



URBAN CUMBERBATCH, *Senior Business Development Manager, Barbados Tourism Authority:*

We are extremely pleased with the management of our Barbados Elite Club training course and rewards program. The major differences with working with Travel Agent University have been a valuable return on investment and a database that resulted in legitimate travel agent leads. The seamless, turnkey, professional and solid travel agent database has made a true difference to our bottom line!

Case Study: SuperClubs Resorts Collection



Background

As a company with multiple resort brands and properties, SuperClubs Resorts Collection wanted to update its previous training program to one that was easy to navigate, allowed for seamless and timely updates (as their product information changed frequently), and ensured that multiple brand messages were clearly communicated.

The client turned to Travel Agent University to re-launch its training program, after getting poor results from working with another vendor, with the goal of creating an efficient, in-demand sales tool for the entire retail agent community.

Results

Travel Agent University worked with the client to launch an all-new branded program – Certified SuperAgent Training and Rewards Program – which quickly became an integral component of the client’s suite of sales tools. The program was an immediate success with the retail agent community, resulting in a high graduation rate. The program also became a key driver of leads, agent engagement and continues to evolve to include enhanced online learning capabilities.



MATTHEW J. TIPPINS, *Director of Marketing, SuperClubs Resorts Collection:*

We’ve heard nothing but positive feedback about our Travel Agent University program and feel it stands apart from competitors. With an intuitive flow and easy-to-navigate screen sequences, we couldn’t be happier with the service Travel Agent University provides. We truly believe that agents who complete our online training program are the most engaged and most likely to sell our collection. We’ve had tremendous success as a result of Certified SuperAgent and look forward to engaging more of the retail agent community in the years to come.