

TRAVELSAVERS unveils new goals at conference

TRAVELSAVERS' recent global conference in Florida, titled "American Marketing Group's Got Talent", attracted 900 delegates, and marked the first time the conference included representatives from parent company American Marketing Group's 17 travel brands. It was so successful, in fact, that the company plans to hold a global conference every two years, rather than every five years, with the next one planned for 2012.

Highlights conference included:

TRAVELSAVERS and NEST honored their top-producing travel agency partners including, from Canada, the top selling agency Craig Canadian Group of Toronto, represented by Roslyn Craig and David Craig.

TRAVELSAVERS Canada launched an enhanced version of its next generation tour booking engine called OnlineXpressPLUS, a comprehensive B2B and B2C web solution that gives TRAVELSAVERS Canadian agencies powerful tools to capture a greater share of the online travel market. They and their customers can now research, plan and book all their travel needs without ever leaving the web site.

All bookings, commissions and overrides are credited directly to the agency.

TRAVELSAVERS unveiled a companywide social media platform called Agent Connect, a private online community that encourages communication among the 3,000-plus travel agents who belong to American Marketing Group Inc. companies, including TRAVELSAVERS, NEST, TWIN, and the



Affluent Traveler Collection. Each company has its own neighborhood within the overall American Marketing Group global community. The platform is similar to Facebook but is fully secure.

The TWIN (TRAVELSAVERS Worldwide Independent Network) global travel management company now has a presence in France, Lebanon and Oman by signing on KTS France as a new agency in its network.

TWIN also announced it has signed on Brickell Travel Management, a Miami-based company dedicated to the needs of corporate clients -- and the individual travelers who make corporations succeed.

The conference also introduced a new company called Well-Being Travel, a resource for medical tourism, bringing together the medical and travel industries. The organization provides the, technology, marketing, networking and educational opportunities to help travel agents capitalize on this growing niche market. Studies have predicted that medical tourism could reach \$100 billion by 2012.

Also introduced was a company called Forte Business Travel Solutions, a new initiative to help travel agencies in the business travel marketplace maximize profitability through a variety of solutions that includes fulfillment, staffing and consulting components. Forte is ideal for travel agencies that generate \$5 million and up in gross annual sales and for those that want to venture into the business travel arena.



Bestowing the TRAVELSAVERS top-selling award for Canada was **Rick Mazza** (L), president & CEO, TRAVELSAVERS, of Oyster Bay, NY, who is seen here with winners **Roslyn Craig** and **David Craig** of Craig Canadian Group, along with **Spencer Gaines** (R), chairman, TRAVELSAVERS, also of Oyster Bay.



Mark Linton, VP national accounts, RBC Insurance, and **Arnold Bridgemohan**, International Travel & Tours, both from Toronto.



Michele Rauzon, national sales director, ALIO, from Montreal, and **Christine Thurlow**, national accounts manager, Holland America Line, Vancouver, visit at a garden reception.



Teaming up for a little conference on the greens (L-R): **Rob McClhery**, Air Canada Vacations, Toronto; **Jack Skrine**, CM Travel, Abbotsford; **Cathie Lewis-Hardy**, TRAVELSAVERS Canada, Vancouver; and **Brian Johnson**, Flair Travel Planners, Lethbridge.