



TravelAgentUniversity.com

The Travel Industry's Premier E-Learning Platform



Did you know?

Since TAU first launched online in 2001, **1,000,000+** diplomas have been awarded!





Welcome to the Next Revolution in Travel Agent Education

Travel Agent University (TAU) is the preferred e-learning platform of the travel agent community, boasting over 95,000 engaged members and counting.*

Why Do Agents Use TAU?

- It can be used on any device, anywhere, anytime including tablet, phone, or desktop.
- It helps increase their commissions.
- It helps create viable opportunities for now and the future.
- It helps agents pair customers with the most well-suited brands.

Supplier Benefits

- 95,000+ engaged members.*
- Automated loyalty tracking program.
- 74% of members return to site regularly due to active resource center.
- Exposure to 90% of the US travel agent marketplace plus options for global distribution.
- Best-in-class technology designed specifically for travel agents.
- University environment helps drive organic traffic to courses in addition to course specific marketing.

88%

of agents believe TAU is the **authority** for educating travel agents.

86%

of agents say **loyalty/rewards** would influence them to book with that supplier.



95,000+

active members and counting.

The Largest, Most Active Audience

Many companies say they offer the best e-learning platform. But can they deliver a robust audience of users as well? TAU offers both. No other brand knows travel agents like we do.

Launched in 1993 by the publishers of *Travel Agent* and *Luxury Travel Advisor* magazines, the agents' most trusted resources, TAU boasts the largest member community and graduates an agent every 5 minutes. And TAU is the only e-learning platform designed to suit today's busy travel agent.

After all, no one understands the audience more. We've been helping travel agents sell more for over 80 years.



Did you know?

An agent graduates every 5 minutes!

95%

of agents find TAU
easy to use.

It's Easy!

E-learning technology can often be intimidating, but not TAU. TAU was built with the active travel agent in mind. Each course is designed to make training fun, engaging and valuable, enabling each member to become a specialist and possibly even a brand evangelist!

Not only do agents find it easy to use, *it's easy for suppliers too*. All clients receive immediate access to the content management system, enabling you to keep all information and offers up-to-date and on demand.

TAU Features

24%

of agents access the site with a mobile device.



View individual agents' performance, contact info and more.

Platform Highlights

- No large app to download that uses up valuable storage space on your device.
- Accessible from any mobile device or desktop.
- Intuitive navigation.
- A seamless rewards redemption center.
- Course resource center featuring both B2B and B2C collateral.
- Robust global marketing reach.
- Various pricing/packages available to suit all budgets.
- Edit course on the fly (copy, photos) anytime.
- Automated tracking of loyalty bookings.

User-Friendly Administrative Dashboard

- Track overall and individual agent performance.
- Access database with ability to sort, manipulate, and export.
- View graduate data including contact details.
- Reward users.
- Access to the Resource Center.

Dashboard access also available to our Affiliate Partners.

74%

of agents visit the resource center **regularly**.*

*Weekly or monthly

The Resource Center: Your B2B2C Connection

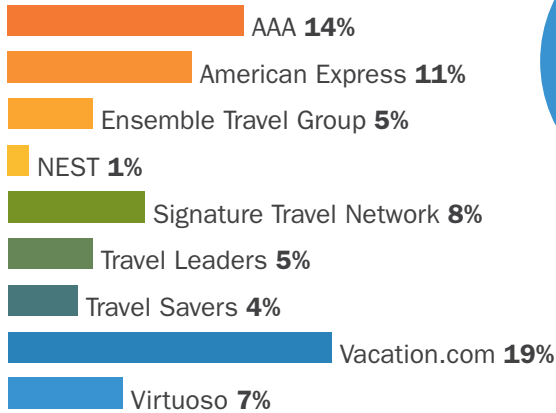
Travel agents are eager to sell. So why not help them close by providing them with timely sales enablement tools? Your resource center is a fast and easy way to put your promos, messages, and offers in the agents' hands, anytime. From fact sheets, to videos, to itinerary changes, there's no limit to the type of content you can provide. Simply upload your material to your resource center, and you're done!



Who are the TAU Members?

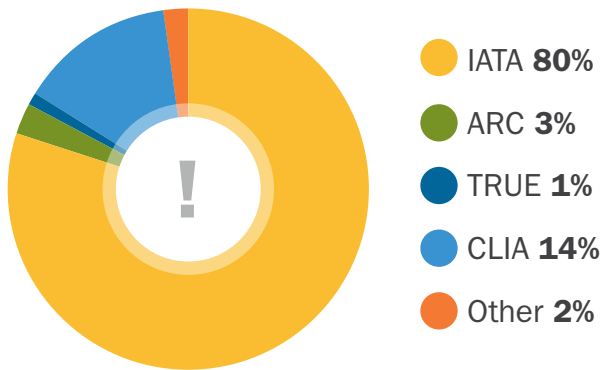
Member Profile

Member Consortia

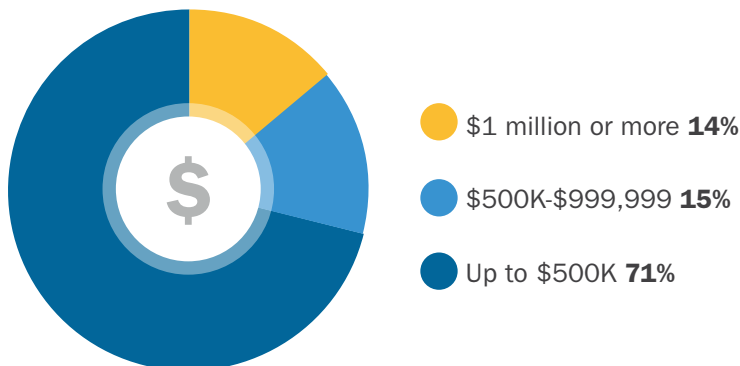


25%
Luxury consortia members

Industry Accreditation



Individual Member Annual Booking Volume



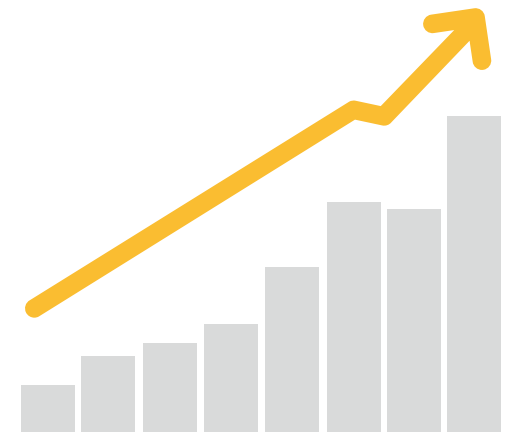
97%

of TAU graduates had a better understanding of a supplier's unique selling points after becoming a specialist.

TAU members book **\$40 Billion** annually

89%

of TAU graduates anticipate selling more trips with a supplier as a result of becoming a specialist.

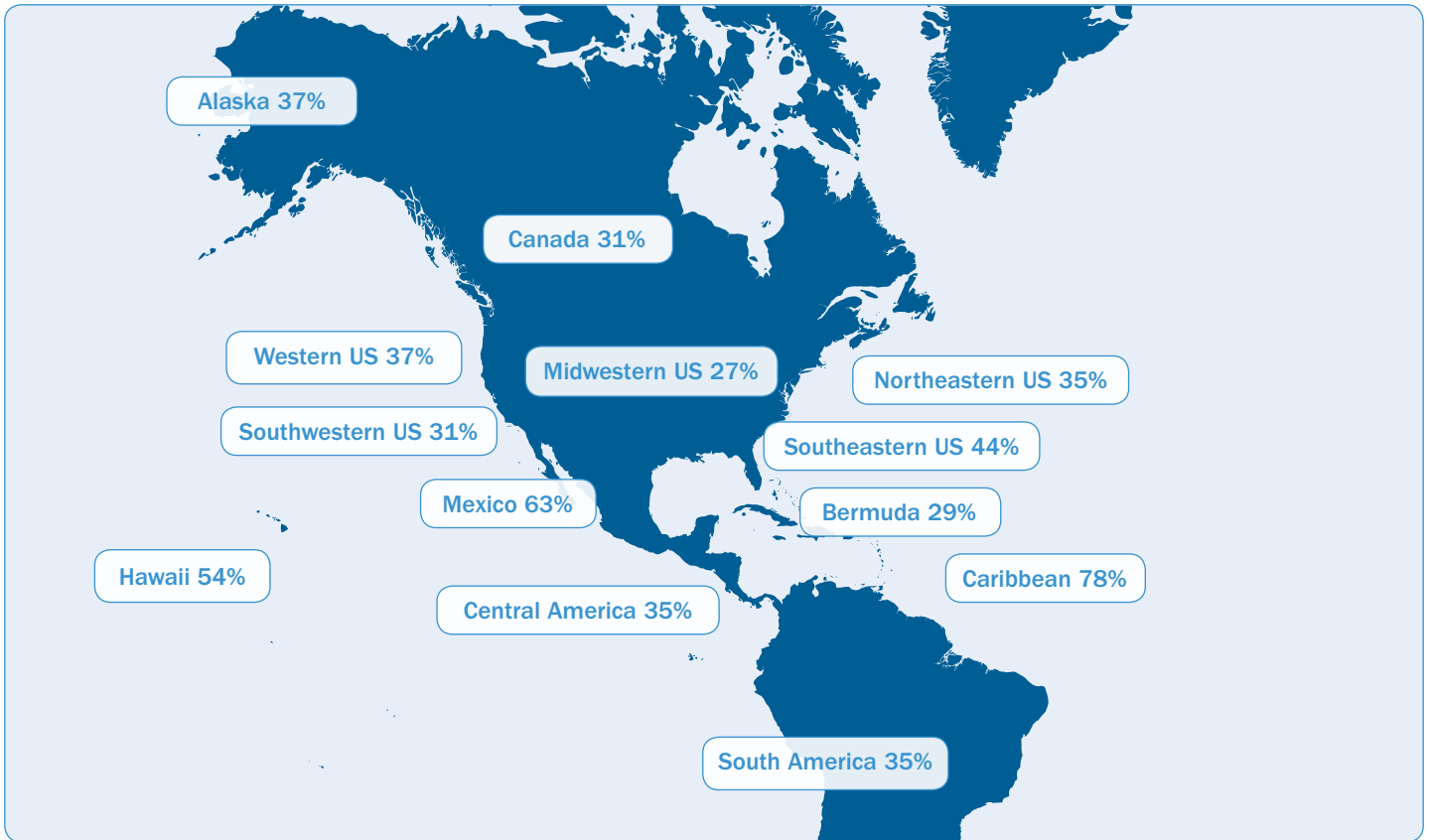


Over 50% increase

in membership year over year.

Member Profile

Destinations Sold



Member Profile

Types of Vacations Sold



Cruises **80%**



All-inclusives **75%**



Hotel **75%**



Family Travel **74%**



Air **69%**



Luxury Travel **64%**



Car **63%**



Weddings & Honeymoons **54%**



Independent Vacations **48%**



River Cruises **52%**



Escorted Vacations **42%**



Rail **40%**



Vacation Rentals (condos, villas) **40%**



Adventure Travel **39%**



Business Travel **39%**



Sustainable Travel **39%**



Spa/Wellness **34%**



Ski Vacations **27%**



Safaris **26%**



Meetings/Conferences **24%**



Religious/Ethnic **22%**



Scuba Diving **22%**



LGBT Travel **21%**



Golf **21%**

Our Members Want to Learn More About

Destinations **67%**

Hotels & Resorts **62%**

Luxury **53%**

Adventure **47%**

River Cruises **45%**

Oceangoing Cruises **43%**

Destination Weddings and Honeymoons **42%**

Professional Development **41%**

Tour Operators **39%**

Business Travel **31%**

Travel Insurance Companies **18%**

LGBT **18%**

Europe **72%**

Bermuda & Caribbean **65%**

Hawaii **62%**

Mexico **57%**

North America **53%**

South America **53%**

Africa **47%**

Asia **47%**

Middle East **33%**



Promote your
course to
90%
of the US travel
agent marketplace

Leverage the Power of the Questex Travel Group

As part of your TAU program, we'll custom design a strategic marketing plan to promote your course to 95,000+ members and drive the most qualified leads to your course.

By leveraging the Questex Travel Group suite of products, you will have the opportunity to **promote your course to 90% of the US travel agent marketplace**, plus option to target travel agents worldwide including Europe, Asia, Brazil, India, China, Australia, and the Middle East.

Media Options:

Advertising in *Travel Agent* and *Luxury Travel Advisor*

Banners on TravelAgentCentral.com and LuxuryTravelAdvisor.com

Dedicated Emails

Trigger Nurturing Campaigns

Social Media

Newsletters

Webinars

Live Events

PRINT PUBLICATIONS

TravelAgent

LUXURY
TRAVEL ADVISOR

WEBSITES

TRAVEL AGENT
CENTRAL

LUXURY
TRAVEL ADVISOR

EVENTS

TRAVEL
INDUSTRY EXCHANGE

LUXURY TRAVEL ADVISOR'S
ULTRA
SUMMIT

LUXURY TRAVEL ADVISOR'S
ULTRA
WELLNESS

SPECIALIZE IN USVI NICE AT TRAVEL AGENT UNIVERSITY.

Becoming a USVI Specialist with Travel Agent University will arm you with expert knowledge of one of the Caribbean's top destinations. Consisting of St. Croix, St. John, and St. Thomas, the islands hold a wealth of unique sights, experiences, and delights for prospective clients.

SIGN UP NOW

Best of all, when you become a USVI Specialist, you'll be eligible to participate in our rewards points program, giving you access to our member support system, and the opportunity to earn gift cards, bonus commissions, and other giveaways.

U.S. VIRGIN ISLANDS™
#CROIX #JOHN #THOMAS
WWW.USVI.COM

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E-BLAST EXAMPLE

Did You Know?

Multi-Generational Travel: Continues to Grow: According to the AARP 2015 Travel Trends survey, 76% percent of multi-generational travelers were highly satisfied and 41% percent plan to take another trip in the next 12 months. Have you ever? Travel Agent University is here to help you take more multi-generational travel across various categories.

Outrigger Hospitality Specialist
This niche specialist has been recognized as a leading travel specialist in the industry. With their focus on providing exceptional service to their clients, they have built a reputation for excellence. They are currently seeking qualified candidates for their team. If you are interested in this exciting opportunity, please contact us at info@travelagentuniversity.com.

AquaWaterways Specialist
More than just a specialist, AquaWaterways is a leading travel specialist in the industry. They are currently seeking qualified candidates for their team. If you are interested in this exciting opportunity, please contact us at info@travelagentuniversity.com.

Spain 360 Expert
With their focus on providing exceptional service to their clients, they have built a reputation for excellence. They are currently seeking qualified candidates for their team. If you are interested in this exciting opportunity, please contact us at info@travelagentuniversity.com.

Cayman/Kid Specialist
This niche specialist has been recognized as a leading travel specialist in the industry. With their focus on providing exceptional service to their clients, they have built a reputation for excellence. They are currently seeking qualified candidates for their team. If you are interested in this exciting opportunity, please contact us at info@travelagentuniversity.com.

ADVERTORIAL EXAMPLE

Travel Agent Magazine

Become an MGM Resorts Specialist and you could win a 2 night stay in a Las Vegas suite!

Sign up with MGM Resorts

MGMRESORTSSPECIALIST.COM

Learn More

1,212 people reached

Boost Post

SOCIAL MEDIA FEED EXAMPLE



TravelAgentUniversity.com

Educated Agents = More Sales!

Create your brand champions with TAU

For more information, contact:

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or visit

questextravelgroup.com/e-learning

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