



## THE TRAVEL INSTITUTE RESUME

**Mission:** The Education Destination for the Travel Industry

**Purpose:** To provide education and content to all travel professionals designed to help them succeed at each career level.

**Thumbnail Description:** The Travel Institute is a non-profit organization that

- has set the standard for industry knowledge and excellence for over 57 years
- is the industry's seal of approval in education
- has a membership of more than 26,000 certified travel professionals
- leads the industry in delivering customized training in today's most critical skills, including sales, communication, marketing, financial planning, ethics, destinations, and niche training

### **Most recent accomplishments:**

Revamped all **three** certification courses to ensure that education is current, practical, and relevant to fit today's needs. **No one else in the industry offers content or curriculum that is as comprehensive or uniquely tailored to the travel professional.**

- **CTA®** (Front Line Agent) program covers 15 areas of study -- including planning itineraries and customer-focused selling -- to develop each front-line travel agent
- **CTC®** (Management) program covers 10 areas of study -- including coaching/mentoring -- to develop managers, directors, and owners
- **CTIE®** (Executive Leadership) program covers 10 areas of study -- including emotional intelligence -- to develop executives, BDMs, etc.

Awarded over **1500 certification scholarships** in the last five years to candidates meeting strict criteria

Developed a **new learning platform** that

- provides 24/7 access across multiple mobile platforms, in multimedia format
- provides on-demand learning through its premium membership, allowing professionals to create their own training path
- offers the leading new-to-the-industry, entry-level training (TRIPKIT™) program used by colleges and career schools across the U.S. and Canada.

### **Who is The Travel Institute Audience?**

- Our students are in **all career stages**, and come to us from a variety of sources, including career schools, consortia, host agencies, colleges, online search, and word-of-mouth.
- **TRIPKIT™:** A yearly average of 2500 students enroll in our introductory training program. These students represent our future leaders and top producers.
- **Certified Travel Associate (CTA) program:**  
Approximately 900 agents enroll in CTA each year. Graduates have approximately 1-2+ years of industry experience
- **Certified Travel Counselor (CTC) & Certified Travel Industry Executive (CTIE) programs:**  
Approximately 85 agents enroll in CTC per year  
Approximately 60 agents enroll in CTIE per year  
Graduates have approximately 5+ years of industry experience



## COLLABORATION OPPORTUNITIES

- **Coordinate certification** of your own staff and add credentials that will signal to their market their commitment to travel agency success (e.g., business cards) and propel your sales.
- **Use your facilities** to host weekend certification workshops and have your BDMs share in the accomplishment of earning industry recognized credentials while creating a lifelong bond with their preferred agent classmates.
- Support agent certifications from The Travel Institute when you **speak at conferences** or **write articles**.
- **Use content** from our DS, LS, or certification courses in your agent training and encourage your preferred agents to **complete their CTA** or visit our website
- Participate in our **CEU program** and attract certified agents to your own training
- Consider **product placement** in our DS, LS, or certification courses wherever constructive and keep your product front of mind during this time of intense study and retention
- Remember to **display your certification on business cards**, name tags, and anywhere you are identified in print to demonstrate your own commitment to professionalism
- **Send ideas** on how best to advance the impact of The Travel Institute in your world
- **Offer CTA and TRIP graduates commission override coupons or invitations to FAM trips** so that you remain engaged with many home-based entrepreneurs
- **Sponsor** an agent's education/certification and give back by becoming a mentor

### Quotes and Testimonials:

*The information I have learned from the CTA program has helped me to be much more effective in dealing with clients' needs. I have more tools in my toolbox to help attract quality clients, find the right product to meet their needs and close the sale. The CTA is well worth your time if your goal is to grow your business -- Diana Miller, CTA, Cruise Planners*

*The CTA course should be the gold standard for anyone selling the Travel experience, whether new to the business or a 10-year veteran. I love the course as much now as I did when I first completed it. The updates are so relevant in today's world. The work put in by The Travel Institute to keep this course so fresh and relevant is wildly impressive -- Evan McElligott, CTA, Longer Vacations*

*I love the CTC. I am actually working on setting up a modified version of the mentoring program that I just introduced to the agents on our training call today! I am using some of the principles from that portion of the training. I was so excited about the module. As we are growing and my time is getting more and more tight, I really need agents to support newer agents, at least for a time frame until they are more familiar with everyone and everything! -- Laura Schiely, CTA, Director of Operations, Kingdom Magic Vacations*

*I can say that the CTIE program was insightful and challenging. The leadership skills taught in the curriculum can be used by any travel professional looking to broaden their skill set and prepare for future roles in the travel industry. We know that we are professionals to our clients, but the CTIE program gives us the knowledge to interact with our peers and suppliers on a higher level. I have enjoyed earning all my certifications through the Travel Institute and encourage other travel professionals to get involved and expand their knowledge. -- Maryellen Yeager, CTIE, CCRA Chapter President*