



## **KORE TRAVEL EDUCATION PROGRAM CELEBRATES MILESTONE WITH FIRST CANADIAN GRADUATES**

### **TRAVELSAVERS Canada is recruiting and empowering the next generation of travel professionals**

**TORONTO (August 12, 2024)** – Launching just four months ago, the KORE travel education program is commemorating a significant landmark: its first two Canadian graduates. KORE is revolutionizing the recruitment and training of the next generation of travel advisors at a critical time, when agencies are struggling to find and onboard new talent.

"We are so proud of this program and our graduates," said Jane Clementino, Senior Vice President and General Manager of TRAVELSAVERS Canada, which launched KORE last April. "The combination of rigorous academic training and real-world exposure positions KORE-trained advisors as highly skilled professionals ready to make a significant impact in the travel industry in a period of great need."

KORE's first Canadian graduates, Alex Kriss and Michelle Morin, have begun making strides in the travel industry. Kriss is a consultant specializing in leisure travel, group adventures and destination weddings. Morin's Whitby agency recommended KORE to her and upon graduation, she returned there with the knowledge to advance her career.

"The program was really helpful right from the beginning, building from the ground up," said Kriss. "KORE helped to lay a good foundation so I could gain confidence and knowledge needed to be successful in the industry. I constantly reference the resources KORE provided me day to day in my career."

KORE's unique approach instills a deep understanding of the travel industry through a comprehensive, self-paced, and flexible program.. The Canada-specific curriculum covers all aspects of the industry, from fraud protection and social media marketing to advanced technology, emphasizing skills tailored to the profession. By offering a unique one-on-one mentorship with seasoned travel agency owners and managers as well as a placement service for unaffiliated learners, KORE equips individuals to excel both as advisors and business owners.

"KORE addresses all the misconceptions regarding the industry," said Morin. "It opened my eyes to areas of the business that I wouldn't know about as a consumer. KORE helped me develop my skills in world geography and fully understand the depth of knowledge that a travel consultant must have."

With the increased demand for travel agency services, the time is right for the KORE travel education program. Based on a recent TRAVELSAVERS Canada survey, 89 per cent of agencies plan to hire advisors in the coming year. However, 60 per cent say applicants don't have the right combination of skills and abilities. KORE is bridging that gap for the industry.

For more information, visit <http://www.koretraveleducation.ca/> and [@koretraveleducation](#).

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#### **ABOUT TRAVELSAVERS CANADA**

TRAVELSAVERS Canada is part of American Marketing Group, Inc. (AMG), an essential business partner for the retail travel community. It is proud of its 54-year legacy of providing agency owners with the tools they need to succeed and the power to continue operating independently with a competitive edge that stands out in the marketplace. The travel marketing organization offers a robust set of products and services including access to year-end profit share bonus programs; no membership fees for exclusive members; one-on-one dedicated business consultants; custom lead-generating digital marketing tools; proprietary loyalty programs; digital and print marketing materials; proprietary technology platforms offering lucrative hotel rates, cruise comparisons and lead-generating CRM systems; travel industry training programs; comprehensive hotel programs; and a portfolio of corporate new business development solutions.

Travel professionals interested in learning more about joining TRAVELSAVERS Canada can visit <http://www.travelsaverscanada.com>.

#### **About KORE**

KORE is an innovative education platform for independent travel professionals. It offers training, mentoring and support to advisors entering the travel industry or looking for a new path to refresh their business. KORE's curriculum provides the essential knowledge, insight and expertise to prosper in this rapidly changing industry. Not only does the program teach new entrants how to be a travel professional, it also provides the foundation to be a profitable, successful business owner. KORE was developed in conjunction with The Travel Institute, the industry's gold standard for education. For more information, visit <http://www.koretraveleducation.ca/>.

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