



TRAVELSAVERS Canada Introduces KORE Educational Program to Canadian Market to Meet Growing Demand

TORONTO (April 2, 2024) — To fill a gap in the marketplace, TRAVELSAVERS Canada is launching KORE, a gold-standard education program that advances how the industry enlists and trains the next wave of travel advisors.

The travel and tourism industry in Canada is projected to grow to \$16.92 billion by 2028, according to [Statista](#). To meet heightened demand, KORE will help new talent learn and grow in their travel advisor careers. KORE is tailored for the needs of the Canadian travel industry, addressing airline regulations, cruise sales and compliance and fraud protection, co-created with in-country experts.

"KORE is launching at a critical time for the travel advisor profession," says Jane Clementino, SVP and General Manager of TRAVELSAVERS Canada. "Its mission is threefold: we attract new entrants at a time when they're truly needed. We provide comprehensive training for those advisors. And we help agencies recruit and train new consultants."

Launched in the United States in 2021, KORE is a comprehensive, fully digital curriculum that's self-paced and flexible to meet the needs of today's learners. With real-world insights from industry experts, KORE is the premier education program for individuals who seek to hit the ground running in their new career as a travel advisor.

First-Of-Its-Kind Program

KORE offers a fresh approach to travel education. Beyond providing in-depth content most relevant to the modern travel industry, KORE connects unaffiliated students with personal mentors who are agency owners and managers. It even offers a post-graduation job placement.

“KORE is exactly what our industry needs and has made a huge impact on our success,” says Steve Ineson, Owner of Four Seasons Travel. “This game-changing curriculum allowed us to hire and train an advisor, all in just a few months. Within a year, this advisor has surpassed every sales goal and is on track to help increase our business by over 20%. KORE has helped us achieve our sales and profitability goals and will now be an automatic part of our recruiting and training process.”

Best-In-Class Learning

With 16 modules and approximately 135 hours of study time, a KORE graduate's training is second to none.

In-depth learning: The KORE curriculum covers every aspect of the industry and is rooted in skills unique to travel today.

Business skills: Graduates will learn how to research, design and book travel; serve clients; and build a profitable business in this rapidly shifting industry.

Industry-relevant topics: The curriculum includes important topics not always covered in travel agent career programs, such as technology tools, social media marketing and industry compliance and fraud protection co-created with attorneys.

Self-paced curriculum: Students complete the course on their own timeline from any location, offering the ultimate flexibility for busy lives.

Certificate of completion: KORE graduates will walk away with a certificate of completion as a sign of their achievement.

For new talent and agencies looking to offer team members the chance to learn and grow in their travel careers, KORE is an invaluable investment.

KORE is open for enrollment in Canada now. Visit [KORE's website](#) and follow KORE on [Instagram](#) to learn more.

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/>.

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>.

For interview requests from an English or French TRAVELSAVERS Canada spokesperson and for further information, please contact:

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