



## **KORE TRAVEL EDUCATION PROGRAM RELAUNCHES WITH STATE-OF-THE-ART INTERACTIVE LEARNING EXPERIENCE**

### **New Platform Delivers Customizable, Flexible Training to Prepare Advisors for Real-World Success**

**TORONTO (November 4, 2025):** The KORE program to train new travel advisors is relaunching as a modern digital platform to engage learners better and help attract needed professionals to the field.

With new interactive tools, modules on current topics of interest, and flexible content delivery, KORE can now be customized for the needs of an agency as well as deliver a high-quality experience to an individual learner.

“The travel industry is evolving at lightning-fast speed,” said Diana Hnatov, Director of Sales and Services for KORE. “Agencies and advisors need help to stay ahead of trends and maintain a competitive edge. KORE’s upgraded learning experience will give them that boost they need to prosper in this industry today and tomorrow.”

#### **Empowering Learners**

KORE’s enhanced system offers robust, flexible tools that put learners in control of their training. The platform accommodates a range of learning styles:

- **Mobile-First Access** – Learn anytime, anywhere with a responsive platform that works seamlessly on phones, tablets, or desktops.
- **AI-Enhanced Voiceovers & Multimedia** – Courses come alive with narration, subtitles, video, and audio tools that support a variety of learning styles and abilities. KORE is now compliant with accessibility guidelines.
- **Searchable Library** – Easily access resources such as glossaries, templates, booking forms, exercises, tip sheets and job aids whenever they’re needed.

#### **Compelling Curriculum**

Interactive content makes learning more engaging and content more memorable:

- **Personalized Skill Tracking** – Assess strengths, get feedback, and see how new skills stack up against goals.
- **Quizzes & Assessments** – Test knowledge with interactive quizzes and receive instant feedback to improve.

- **Interactive Dashboards** – Track progress, completion rates, and achievements with clear visual dashboards.
- **Gamification** – Earn points, badges, and recognition for progress, making learning fun and motivating.

### **Modern Topics**

KORE has added two modules to its comprehensive content: using AI in the travel industry, and cybersecurity to protect data and trust. Other modules, including social media marketing and industry compliance, were redesigned and vetted by industry experts. Future updates to the curriculum will be added live for faster learner benefit.

Among its 17 modules, KORE covers the fundamentals of booking different types of travel as well as topics such as revenue strategies and providing exceptional service. Students complete the curriculum on their own timeline from any location thanks to the digital platform, which provides busy learners with needed flexibility. With a sharper focus on essential skills and knowledge for new advisors, a dedicated learner could now graduate from KORE in as little as three weeks.

“KORE’s new platform goes beyond just delivering information,” said Hnatov. “It creates an interactive, personalized learning experience that prepares new advisors for real-life achievements. No other training program offers KORE’s flexibility, experiences and customization, which will dramatically enhance the learning curve.”

### **Agency Training**

KORE can now be easily customized for an agency’s training needs. Content can be aligned with an agency’s brand, systems, and goals. This accelerates onboarding, elevates advisor performance, and increases revenue per booking.

The program is now available in 31 languages, which helps agency owners reach and retain advisors whose first languages aren’t English. This improves comprehension, builds trust with clients who speak a variety of languages, and drives more bookings across diverse demographics.

KORE solves a key challenge for agencies: it helps them recruit and train advisors to grow their business. This saves agencies time and money while boosting sales.

### **The KORE Difference**

KORE equips students with real-life insights from industry experts, providing them with essential tools and knowledge. Unique in the industry, KORE offers mentoring and career referrals to its graduates. Graduates hit the ground running with the ability to research, design and book travel; serve clients; and build a profitable business.

### **A Growing Field**

The travel industry is booming, creating opportunities for people seeking a new career. KORE is helping attract new entrants to the field and lessen the current advisor shortage.

The market for travel agency services is growing, with 40 per cent of Canadian travellers looking to book their next vacation with a travel advisor, up from 31 per cent in 2024, according to Global Agents Canada.

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### **About KORE**

KORE is an innovative, interactive 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. For more information, visit <http://www.koretraveleducation.ca>.

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