

25 Years of Success



TRAVELSAVERS Canada celebrates 25 years of inspiring its agencies and partners to reach new levels of success. Enjoy this look at our achievements over the last quarter-century!



Rick Mazza,
President and CEO, TRAVELSAVERS

AGENCY AND PARTNER COMMITMENT

- **TRAVELSAVERS Canada started in 2000 with a mission set by our founder, Rick Mazza:** to inspire, educate, and ignite the entrepreneurial spirit of agencies and partners to maximize their potential.
- That dedication to our Canadian agencies and partners continues today with **Chief Sales Officer Kathryn Mazza-Burney** and **Chief Marketing Officer Nicole Mazza**.
- **Cathie Lewis-Hardy was hired as the first employee to deliver TRAVELSAVERS' high level of support to suppliers.** Today a team of three serves preferred partners, representative of the high priority the network has always placed on supplier relations.
- We **accepted 17 agencies in our first year of operations**, who were attracted by the promise of quality service, close partner relationships, and industry-leading initiatives to help them generate sales.
- **The Affluent Traveler Collection launched in 2005** to provide business-building tools to advisors serving an upscale clientele. Today ATC has grown to become the premier luxury marketing organization that enables advisors to heighten their visibility and grow their sales. It includes more than 350 luxury agencies and continues to grow.
- We showcased our **strong commitment** to our agencies **throughout the Covid-19 pandemic** years by keeping our dedicated Business Analysts on the job to help support affiliates and mitigate the impact on our network and industry.
- **In 2024, we introduced the KORE travel advisor education program in Canada** to attract newcomers to the industry and provide them with the thorough training they need to be successful advisors and business owners. This year, we're **relaunching KORE with mobile-first access, multimedia content, interactive dashboards, exercises and gamification**. Agencies can now customize KORE for their advisors.
- After 25 years of growth and success, we're proud to have **reached 330 agencies**, all benefitting from TRAVELSAVERS Canada's exclusive programs and tools that generate new levels of achievement.



Chief Sales Officer Kathryn Mazza-Burney and Chief Marketing Officer Nicole Mazza



Cathie Lewis-Hardy, Strategic Partnerships, TRAVELSAVERS Canada



TRAVELSAVERS Canada
Owners Retreat 2016

MARKETING GROWTH

- **In 2016, we offered agencies OnlineXpress websites** as a way to capture traveller

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TRAVELSAVERS Canada
TravelBrands Training 2017



TRAVELSAVERS Canada
Appreciation Dinner 2018



TRAVELSAVERS Canada
Owners Retreat 2018



TRAVELSAVERS Canada Owners
Retreat on Princess Cruises
in Alaska in 2019



The Canada team at Dine & Discover
event in Toronto in 2023

attention with unique offers and values and motivate consumers to book with affiliated advisors.

- Today's **OnlineXpress program** is more robust and growing fast for its ability to generate leads for participating agencies. This year it's **delivered more than 1,400 leads to advisors**.
- We **started Social Connect in 2022** to deliver social media content to agencies, building awareness of exclusive promotions to drive engagement from potential clients. Today Social Connect generates sales for agencies by sharing customized offers to multiple sites simultaneously for a wider reach.
- Our **award-winning marketing programs** also encompass email, social media, digital campaigns, themed campaigns, and Custom Solutions – where we create a comprehensive marketing strategy for you and send promotions on your behalf via multiple channels. This year so far we've sent **more than 200,000 consumer marketing emails**.
- The **Value Incentive Program (VIP)** offers group travel advantages for cruise clients. They receive exclusive promotions such as upgrades, onboard ship credits, discounts and group space on select departures.

TECHNOLOGY INNOVATION

- From our early easy-to-use hotel booking engine, we have continued to refine tools to give affiliates the immediate ability to book properties around the world and help them become more profitable and efficient. Today we offer **two leading hotel programs** that provide complimentary amenities for the clients of our advisors: the **TRAVELSAVERS Hotel Program with more than 60,000 hotels globally**, and **The Affluent Traveler Collection Program, with prestigious hotels and resorts in top destinations**.
- **In 2017, we relaunched tripXpress** as a robust booking tool to help agencies gain new revenues and save time. Today agencies value its cruise platform, **cruiseexpress**, to view and book cruises in one easy platform, with real-time rates and inventory as well as exclusive amenities and offers.
- **In 2023, we introduced enhancements to the Softvoyage booking engine** – and were proud to be the first consortium to bring the technology to advisors. Softvoyage's marketing capabilities draw consumer attention, deepen interest and confirm bookings, as well as assist with lucrative group bookings.
- **In 2024, we introduced our AI Connect marketing platform** to offer advisors a cutting-edge way to produce polished marketing content in minutes instead of hours, complete with exclusive supplier offers. With adoption growing each month, AI Connect enables advisors to tap into the \$28+-billion opportunity that generative AI represents for the travel industry.

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The Canada team at
ATC Symposium 2024



Jane Clementino,
Senior Vice President and General
Manager, TRAVELSAVERS Canada



The Canada team at
Holiday Party 2024

MADE-IN-CANADA ACHIEVEMENTS

- In our first year of Canadian operations, we **opened an office in Vancouver** to serve affiliates and partners in country.
- We **opened an office in Quebec in 2012**, adding to the existing offices in Vancouver and Toronto, to serve affiliates closer to home and forge stronger relationships.
- Recognizing the value of community, we **held annual events including Bootcamps and Owners Meetings**. This gave Canadians a yearly conference to network with industry peers and learn new skills to reach higher levels of success.
- We **introduced Travel Club**, which offers savings and amenities to clients of affiliated agencies, converting their engagement into sales and retaining clients by building their loyalty. Advisors customize Travel Club websites for client groups, enhancing visibility for exclusive offers and successfully growing their sales. Dozens of offers are available at any given time, most of them exclusives.
- **In 2022, Jane Clementino joined us as Senior Vice President and General Manager** to oversee strategic growth of agencies and partners while enhancing success for affiliates. Jane brought a strong history of accomplishment in sales, supplier and account management in Canada and a new vigour for growth and achievement to the network.
- **In 2023, we debuted Dine & Discover education and networking events** in major cities across Canada to encourage stronger relationships between advisors and suppliers and the exchange of valuable promotions and insights to share with clients.
- **In 2024, we initiated the Breakaway program** to encourage ICs to start their own agencies and strengthen their independence, control and profits.
- We also launched a support and service program to place ICs from other consortia at TRAVELSAVERS Canada agencies.

Stay tuned for more exciting milestones in TRAVELSAVERS Canada's future, as we never rest on our laurels. Thank you to our affiliates and preferred partners for their dedication to our network and their contributions to our 25 years of success!