



TheTravelinstitute[®]
SINCE 1964



PARTNERSHIP OPPORTUNITIES



A white bicycle with a brown basket and a green sign that says "FOLLOW THAT DREAM" is parked on a paved path. The background features lush tropical vegetation, including palm trees and a stone wall. A sign for "LoLita" is visible on the right.

FOLLOW THAT DREAM

STUDENTS AT A GLANCE

**31,224 CERTIFIED GRADUATES
(CTA, CTC, CTIE)**

14,004 TRIPKIT STUDENTS

9,724 TAP GRADUATES

EDUCATION EXPERTS

Our curriculum is designed to meet the evolving needs of the travel industry, from foundational knowledge to advanced skills. With a focus on practical applications, our programs empower agents to excel and deliver exceptional service, linking your brand with excellence. **Our commitment is reflected in our comprehensive programs.**



TRIPKITSM, the Magellan Gold Award-winning program, introduces new talent to the travel industry. By covering essentials like selling, customer service, geography, and travel basics, it ensures new professionals, including those preparing for the TAP test, have the foundational knowledge they need. This program complements your training efforts, saving your support staff and BDMs valuable time and money.



The **Certified Travel Associate (CTA[®])** program is designed to ensure that travel professionals not only meet industry standards but exceed them. The immersive learning experience is thought-provoking, focusing on today's real-life scenarios. As the industry standard since 1966, the CTA certification program provides practical knowledge to advisors to build even greater experiences for their clients.



The **Certified Travel Counselor (CTC[®])** program equips travel executives with advanced knowledge and leadership skills, focusing on strategic thinking, management, and ethics. It empowers informed decisions, inspires teams, and enhances your organization's success, positioning your brand as an industry leader.



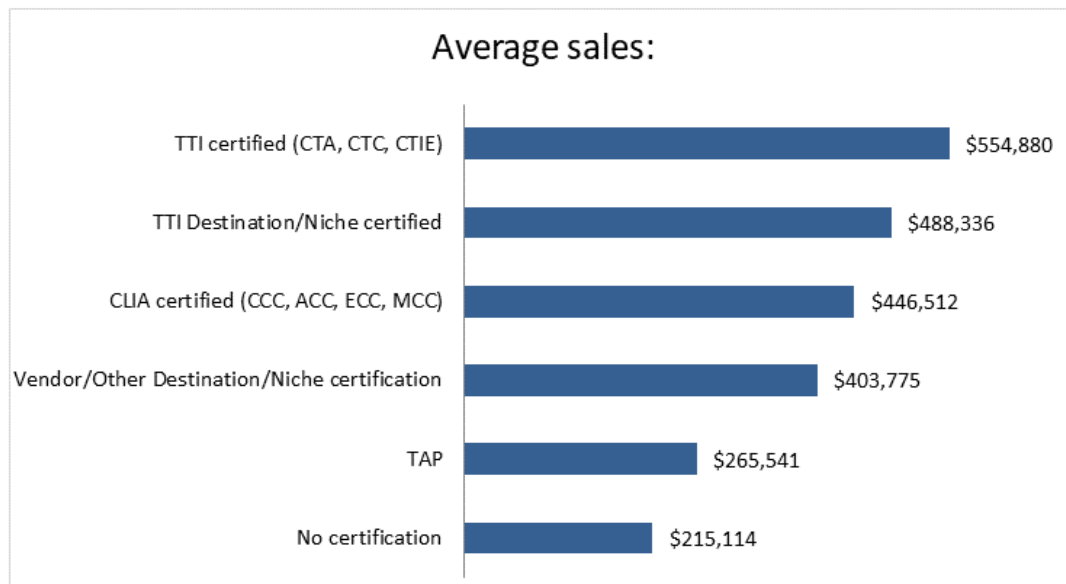
The **Certified Travel Industry Executive (CTIE[®])** program equips travel executives with advanced skills, emphasizing strategic thinking, effective management, and ethical practices. It enhances informed decision-making, inspires teams, and strengthens your organization's success, positioning your brand as a leader in the travel industry.

BUT WHY DOES THAT MATTER TO YOU?

Because educated professional travel advisors sell more and require less support. As a leader committed to travel industry success, you recognize that there are no shortcuts to sustainable success and that supporting quality education is a necessary investment in those who sell your product and support your growth.

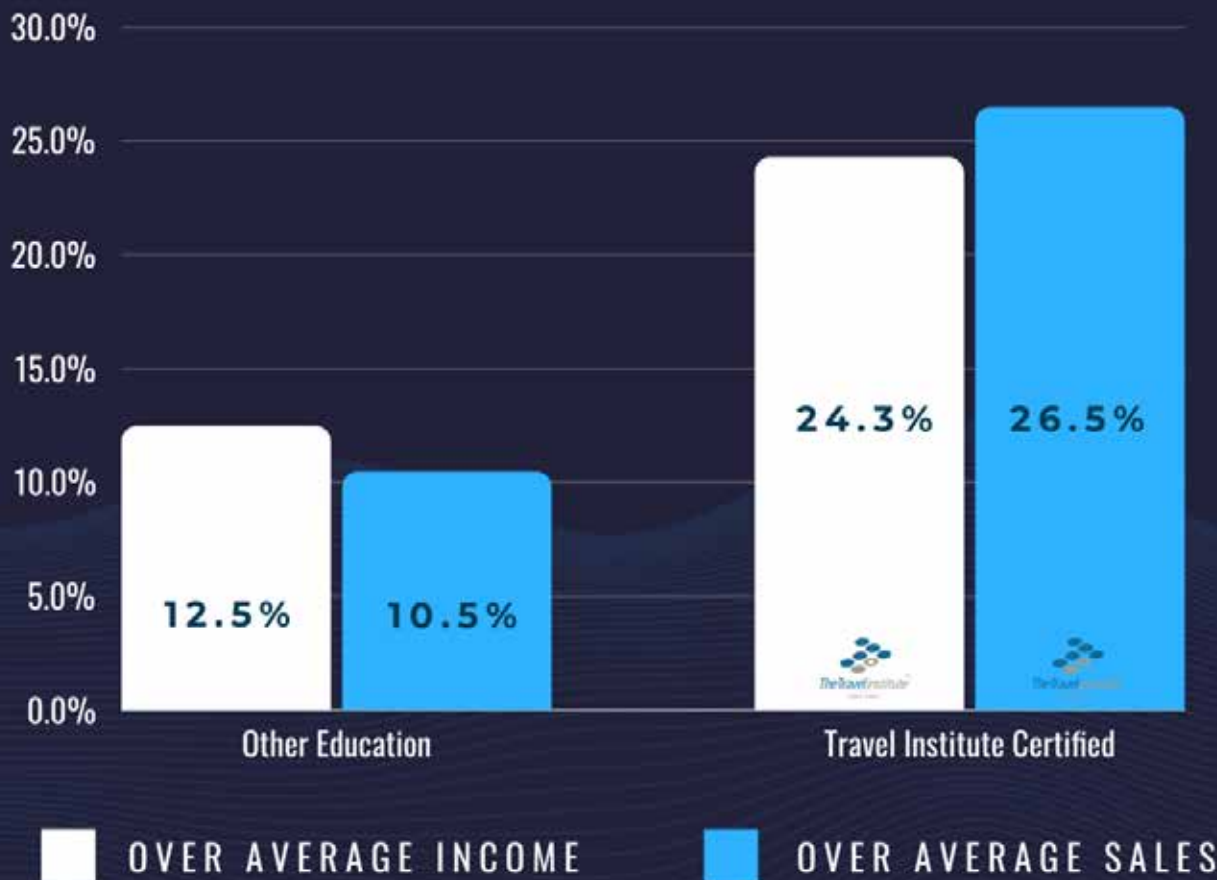
Impact of Certification – Average Sales

- The Travel Institute (TTI) certified agents posted an average of \$555K in travel sales in 2017, higher than agents with any other certification, and far higher than agents with no certification (\$215K).



TTI Travel Agency Landscape Survey, December 2017 | Base=Total Respondents (N=1808)

TRAVEL PROFESSIONALS WHO EARN MORE



THE CHANGING FACE OF TRAVEL AGENTS 2023 INDUSTRY SURVEY FROM THE TRAVEL INSTITUTE

CREDENTIALS THAT MATTER

**WITH OVER
31,000 CERTIFIED
CTA, CTC AND CTIE GRADUATES,**

**MANY TOP SELLING AGENTS
AND LEADERS ACROSS NORTH
AMERICA CREDIT THEIR
SUCCESS TO OUR EDUCATIONAL
PROGRAMS.**



“As a travel professional, certification is an important piece of reflecting my dedication to the profession. Telling people I have received the CTIE certification helps build credibility. In addition, it opens dialogue around what the certification is and what I did to earn it.”

DREW DALY, CTIE
SENIOR VICE PRESIDENT/GENERAL MANAGER AT WORLD TRAVEL HOLDINGS

“Being certified has separated me from the pack! And it’s not just from the letters after my name! It’s from all the knowledge I learned, how to put it in practice, and how to promote your VALUE and not just sell vacations. Thanks to my coursework I immediately implemented what I learned by putting together a group FIT that was phenomenal! It’s the knowledge behind the letters CTA that has helped me be successful!”



MONICA STARKS, CTA
PRINCIPAL OF ISHOOT PHOTOGRAPHY TRAVEL, LLC



“The Travel Institute’s educational programs are essential for travel advisors aiming to elevate their expertise and service quality. Their rigorous and up-to-date curriculum ensures advisors are well-versed in the latest industry trends, tools and best practices. This enhances the advisor’s ability to create exceptional travel experiences and significantly boosts professional credibility.”

ANGELA HUGHES, CTC,
OWNER AND PRESIDENT AT TRIPS AND SHIPS LUXURY TRAVEL

\$1.2M IN SCHOLARSHIPS
AWARDED THANKS TO
GENEROUS DONATIONS LIKE YOURS



DONATE TODAY

WHY YOUR SUPPORT MATTERS

Your generous donations enable our non-profit mission to:

- **Enhance Educational Programs:** Continuously update and expand our curriculum to stay ahead of industry trends, ensuring that our courses remain relevant and impactful to all professionals.
- **Provide Scholarships:** Offer scholarships to aspiring travel professionals, making quality education accessible to all and directly tie your brand to their success.
- **Develop Innovative Resources:** Create and maintain state-of-the-art educational resources, including interactive online courses, webinars, and comprehensive training materials that cater to a diverse range of learning needs.
- **Support Research and Development:** Our industry is changing! Invest in research initiatives that advance industry knowledge, best practices, and innovative solutions to emerging challenges in the travel sector.
- **Foster a Global Community:** Be part of building and nurturing a vibrant community of travel professionals, educators, and industry leaders who share a commitment to excellence and continuous improvement.

“I am so grateful to the Travel Institute for the scholarship they provided for me. Now that I have earned my CTA, I know it is going to be a game changer. I will be able to boost my business and increase my revenue just because of the fact I have more knowledge of the travel business and I feel more confident to reach out to people I never thought possible.”

PAM JOHNS, CTA
FIRST CLASS TRAVEL BY PAM



COMMUNITY IN THE INDUSTRY

The Travel Institute is more than just an educational institution; it is a vibrant and dynamic community of industry professionals committed to advancing the travel sector. Our network includes a diverse array of travel agents, educators, and industry leaders who share a common goal: to elevate the standards and practices of the travel industry.

Being part of The Travel Institute means having access to a wealth of resources and support. Our students and graduates benefit from ongoing educational opportunities that keep them informed and connected. We strive to build a cohesive and supportive network that champions the growth and development of every travel professional within our network.



“Our industry thrives because of the exceptional talent and unwavering commitment of our professionals. It’s collective success that truly drives us forward.”

RICK MEADOWS, CTC



INVESTING IN THE INDUSTRY'S FUTURE

Continuing Education Units (CEUs) Program Feature

The Travel Institute's 30K+ certified graduates must earn 10 CEUs annually. Feature your program as eligible for CEUs, offering continued education to top advisors. Be a featured lecturer in a 30-minute webinar, showcasing your program along with your logo and a link to your platform.

Annual Fee: \$1,900 for first year | \$700 annual renewal cost

“The TRIPKIT provided such a good overview of things I had not even thought about in the travel industry. It helped me understand the basics and made me feel more confident.”

MEGAN ALEXANDER
BUCKET LIST REALITIES



Certification Scholarships

Support a travel agent's dream of becoming a CTA and help them become even higher producing advisors. These scholarships can be included in the Travel Institute's Fund or be used for any of your agents who complete your training. Show them you value their growth!

Annual Donation:

Half Tuition Assistance Scholarships : 25- \$7,500 | 30 - \$10,000 | 50 - \$13,000

TRIPKIT Scholarships

Invest in the future of travel and be recognized as an influencer of the knowledge and growth of travel professionals and new talent in our industry.

Annual Donation Half Tuition Assistance
25 - \$5,700 | 50 - \$10,000



Newsletter Opportunities

Our weekly newsletters are sent to more than 33,000 industry professionals and shared over social media platforms. There are several opportunities for you or your business to take center stage and be part of industry education.

Featured Article and brand placement: Share your industry knowledge by providing a featured article in one of our weekly newsletters. Focus on highlighting a destination, sales tips, a specialty, e.g., culinary travel, family travel, expedition travel, etc... You can provide us with the content for the article, or we can provide content for you.

Hot Tip Tuesday Cost:

\$3,000 per newsletter | \$10,000 for 4 newsletters

Friday Five: Cost:

\$850 per newsletter | \$3,000 for 4 newsletter

Featured Message in a New to the Industry TRIPKIT Tracks. Want to inspire NTI? Be included in our digital publication called “TRIPKIT Tracks,” reaching the 2,000 students enrolled in our TRIPKITSM course and making these future travel professionals aware of your brand.

Cost: \$2,500 per issue - 12 available



Quarterly “Introduction to a New Travel Career” Webinars

Make a lasting first impression. Every quarter, we host 12 webinars that **engage over 2,000 newcomers to the industry**. As a featured sponsor, not only will you be recognized during the webinar, your logo and a link to your platform will be also included in the follow-up email to all that registered. This is your opportunity to reach and influence these future travel professionals.

Cost: \$5,000 per quarter

Course Sponsorships

The Travel Institute’s content is synonymous with quality education. This exclusive opportunity allows you to align your brand with a specific destination, niche, or practical business topic, helping advisors create elevated experiences for their clients and associating your product. Join the education that shapes sophisticated travel sellers who become your top tier advisors.

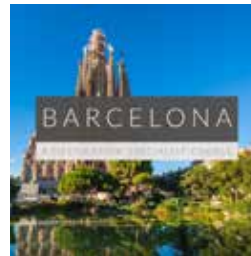
Available Opportunities

Destinations and Niche Markets:

- Tokyo
- St. Lucia
- Barcelona
- US National Parks
- Romance Travel
- Expedition Travel

Certification Content:

- CTA Selling All Inclusive Update
- CTA Selling Escorted Vacations Update
- CTA Travel Agency Operations



Sponsorship Options

Exclusive Sponsorship: \$10K per course/module (2 years, one supplier only)

Shared Sponsorship: \$4000 per course/module (2 years, shared with other sponsors)



THETRAVELINSTITUTE.COM

We deeply value our donors and strive to acknowledge their generosity in meaningful ways. When you donate to a 501(c)(3) organization, we will do all we can to recognize your generosity. Your support is the cornerstone of our success, enabling us to continue our mission and make a lasting impact on the travel industry. Together, we can empower travel professionals to reach new heights and create exceptional experiences for travelers around the world.



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