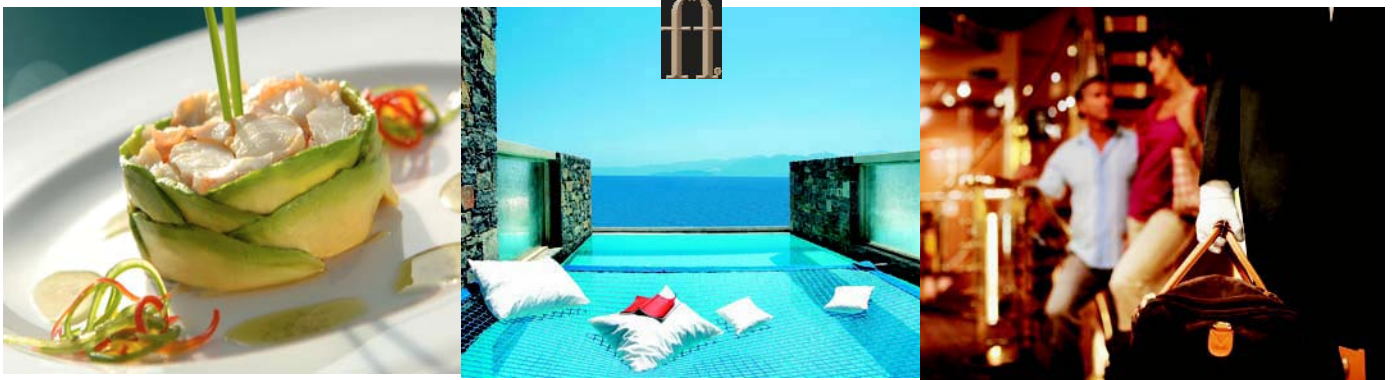




# THE AFFLUENT TRAVELER SYMPOSIUM

THE PHOENICIAN RESORT ■ SCOTTSDALE, ARIZONA

June 19 – 20, 2012



## AGENDA

*This is your opportunity to get an inside look at the latest luxury travel trends and learn how to best maximize your sales efforts through The Affluent Traveler Collection's distinctive suite of services.*

**Tuesday, June 19**

**12:00 pm – 2:00 pm    REGISTRATION**

**2:00 pm – 3:30 pm    OPENING SESSION**

**The Affluent Traveler Collection — Your Portal To Luxury**

*Presented by Thomas Hayden, CTC, Senior Vice President of Luxury Sales*



We are working throughout the world to provide you with the very best in luxury experiences. The Affluent Traveler Collection makes it simple for you to garner an even larger piece of this luxury travel market. Research indicates that 40 percent of affluent travelers plan to spend more on travel this year versus 2011, and as an extension of your sales and marketing team, we are here to assist you in capturing a large percentage of that business. Learn more about the resources we offer to support you in increasing your market share – you are the dream maker. Turn your clients' dreams into reality

through the resources of The Affluent Traveler Collection.

## **From Prospect to Profit with Your “Guides to the Good Life”**

*Presented by Bill Todd, Speaker, Sales Trainer and Author*

*Sponsored by Occidental Hotels & Resorts*



Learn from the best! This workshop provides the opportunity to gain valuable insight from the experts, your niche specialist colleagues – ‘guides to the good life’ – in a two part series led by hospitality sales and marketing guru, Bill Todd.

In part one, you’ll learn about Bill’s pre-symposium interviews with each specialist. Immediately following, you’ll join your expert *Guide* along with a niche partner for an elite educational experience to learn successful ways to work together and maximize sales.

**7:30 am – 8:30 am**      **REFRESHMENT SERVICE**  
*Sponsored by Compagnie Du Ponant*

**4:00 pm – 5:45 pm**      **EXPERIENCE WORKSHOPS** (pre registration is necessary)  
*Join master pros as they reveal how you can stay one step ahead by exploring niche travel areas that are sure to differentiate your agency from the crowd. They will identify the best sales and marketing strategies, how to find clients and the best places to go. You will also enjoy a small taste of the experience.*

**4:00 pm – 4:45 pm**      **WORKSHOP #1** (pre registration is necessary)

### **The Wonders of Wine**

Presented by David Strada, New Zealand Wine Growers Association and Sarah Westerman, Tourism New Zealand

*Sponsored by Tourism New Zealand*

New Zealand is a food and wine lover's paradise. Vineyards stretch throughout every region, chefs put playful local twists on fine cuisine and festivals serve up taste sensations with a side of local music. As the newest luxury travel advisor-turned-wine connoisseur, we'll provide you with in-the-know details about wine, its quality control, its delicious taste and the role it plays in culinary tourism. Join us for a journey through the best of New Zealand's wine regions and discover how you can add a New Zealand wine experience to your clients' next vacation.

### **Selling Gold, Silver and Bronze Experiences**

Presented by Robert Tuchman, Elite Experiences

*Sponsored by Elite Experiences*

We realize your clients look for experiences with that ‘WOW’ factor and this workshop will show you how to help them live their passion. From the Kentucky Derby to the Olympics and beyond, this is your chance to learn how to surpass your clients' expectations with an unforgettable vacation adventure.

### **Soothing Spa Experiences**

Presented by Camille Hoheb, Wellness Tourism Worldwide and Adi Lavi, Israel Ministry of Tourism

*Sponsored by the Israel Ministry of Tourism*

This is your opportunity to learn about selling spa experiences. We’ll discuss the value and benefits of wellness tourism, the impact of spa vacations on your clients' well-being and tell you about growing spa destinations such as Israel. Plus, you’ll be indulged in a little spa pampering of your own using indigenous products from the Dead Sea!

### **The Pampered Foodie**

Presented by Michelle Nicholson, Ker & Downey and Virginia Dionisio, South Africa Tourism

*Sponsored by Ker & Downey and South African Tourism*

You'll embark on a culinary journey of unique gastronomic experiences in this workshop. We'll review the destinations that are sure to make even the most discerning gourmand craving more.

**5:00 pm – 5:45 pm      WORKSHOP #2** (pre registration is necessary)

### **The Wonders of Wine**

Presented by David Strada, New Zealand Wine Growers Association and Sarah Westerman, Tourism New Zealand

*Sponsored by Tourism New Zealand*

New Zealand is a food and wine lover's paradise. Vineyards stretch throughout every region, chefs put playful local twists on fine cuisine and festivals serve up taste sensations with a side of local music. As the newest luxury travel advisor-turned-wine connoisseur, we'll provide you with in-the-know details about wine, its quality control, its delicious taste and the role it plays in culinary tourism. Join us for a journey through the best of New Zealand's wine regions and discover how you can add a New Zealand wine experience to your clients' next vacation.

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**7:00 pm – 8:30 pm      WELCOME RECEPTION**

*Sponsored by The Phoenician*

Welcome to The Phoenician, one of our newest preferred hotels. We invite you to take in the sights of the resort's picture perfect Southwestern landscapes and enjoy the resort's elegant surroundings with your peers. Reunite with old colleagues, become acquainted with new ones, and prepare for our most dynamic Symposium yet.

## Wednesday, June 20th

**6:00 am – 7:00 am MORNING YOGA (Sign up at Registration Desk)**

**7:00 am – 8:00 am REGISTRATION**

**7:30 am – 8:30 am BREAKFAST**  
*Sponsored by AmaWaterways*

**8:45 am – 10:15 am GENERAL SESSION**

### **What's Hot (and What's Not) in Luxury Travel**

*Presented by Pam Danzinger, Internationally Recognized Expert & Speaker, Sales trainer, Author & President of Unity Marketing*

*Sponsored by Gran Meliá Rome and ME London*



For the most up-to-date luxury trend information, travel advisors can tap into the expertise of Pam Danzinger, a specialist in consumer insight for marketers and retailers selling luxury goods and experiences. Pam will discuss the overall state of the luxury industry — where it's been and where it's going based on her research — and will cover the hot (and not-so-hot) luxury travel spots. Learn which markets are booming in the wake of the recession and which are still hurting.

**10:30 am – 12:30 pm SUPPLIER NETWORKING**

**10:45 am – 11:45 am SUPPLIER NETWORKING COFFEE SERVICE**  
*Sponsored by ME Cabo and ME Cancun*

**12:45 pm – 1:45 pm SPECIALITY DINING EXPERIENCE**  
*Sponsored by Seabourn*

**2:00 pm – 5:00 pm CONCURRENT BUSINESS BUILDING WORKSHOPS**

*Your business is growing and you are working everyday to reach that next plateau. These workshops are designed with that focus in mind — using advanced technology, elite experiences, cruise opportunities and hotel expertise, all built around Best in Class Marketing. Join us to make that next leap the best step you take throughout Symposium. Each registrant will be assigned a track and have the opportunity to attend each workshop.*

### ***How to Sell Luxury Hotels and Resorts: Strategies from Insiders***

We invite you to further hone your luxury hotel expertise and learn more about the world's most upscale properties. With today's discerning traveler having very specific needs and expectations, it is important to know how to best cater to each of them. Our luxury travel experts will do just that: share insight and expertise on how to find the hotel that best suits your clients, provide personal tips, successful case studies and sales strategies. You'll also walk away with some hints on how to customize amenities to ensure your client feels extra special.

Presented by Thomas Hayden, The Affluent Traveler Collection and hoteliers including:

- Jason Kycek, All-Inclusive Expert
- Stiles Bennet, Private Villas Expert
- Joan Esposito, City Hotels Expert
- Carole Baden, Boutique Hotels Expert

## ***Master Class in Marketing and Sales***

Allow us to assist you in ‘wowing’ your customers even more. Whether your clients dream of celebrity encounters or meeting Broadway actors, once-in-a-lifetime insider access to world renowned sporting events or onboard star-like VIP treatment, we can help you bring travel aspirations to life. In this workshop we’ll tell you about our newest exclusive partnerships and programs, review our VIP program and discuss how to best leverage it to increase business and position you as the must-see travel industry expert for luxury vacation planning.

Featuring Elizabeth Grundon, The Affluent Traveler Collection and Shawn Tubman, Regent Seven Seas Cruises

## ***Insight and Ideas: How to Shape and Shake Up Your Online Strategy***

Websites need not be overly sophisticated in order to be good! Instead, we suggest focusing on engaging web experiences and rich content. Remember: sometimes less is more! In this informative workshop, you’ll learn how to best utilize valuable online tools to boost profits. We’ll explore exactly how to create compelling copy, improve awareness of your agency and review SEO (search engine optimization.) Featuring Bill Todd, Speaker, Sales Trainer and Author.

### **6:30 pm TRANSFERS TO THE ARIZONA BILTMORE**

*Roundtrip transfers sponsored by BostonCoach*

### **6:45 pm – 10:00 pm COCKTAIL RECEPTION AND GALA DINNER**

*Sponsored by the Arizona Biltmore*

Be whisked away to the posh Arizona Biltmore for the evening. Enjoy the stunning surroundings of this 1929 historical luxury resort as it pays tribute to its roots with a fine dining experience that is reminiscent of the roaring 20s. Celebrate the conclusion of a successful Symposium with your peers and toast to an unforgettable Travel Market conference later this week.

Return shuttles will depart 10:00 pm and 10:30 pm

## **Thursday, June 21**

*Your badge from The Affluent Traveler Collection Symposium grants you complimentary access to The Well-Being Conference.*

### **6:00 am – 7:00 am MORNING YOGA (Sign up at Registration Desk)**

### **7:00 am – 8:30 am WELL-BEING BREAKFAST SEMINAR**

*Featured Speaker: Dr. Steven Brewer, Medical Director, Canyon Ranch*

### **8:45 am – 12:15 pm WELL-BEING GENERAL SESSION**

### **10:25 am – 10:55 am COFFEE BREAK**

### **12:15 pm – 1:45 pm LUNCH**

### **1:45 pm – 4:30 pm WELL-BEING EDUCATIONAL SESSIONS**

### **4:30 pm – 5:00 pm WELL-BEING CLOSING SESSIONS**

### **7:00 pm – 8:30 pm AMERICAN MARKETING GROUP RECEPTION**