



TRAVEL AGENT ACADEMY

The most trusted brand in travel advisor
training for more than a decade


*The Training Platform for more than 100,000+ travel advisors each year.
Trained and Educated Agents Sell More.*

6,000

Average Number Of
Enrollments And Graduates
Per Month From January 1,
2020 - September 30, 2020

836,000+

Total Number Of
Enrollments
And Graduates
Since Launch

COURSE CATALOG  **TRAVEL
AGENT
ACADEMY** [SIGN UP](#) [LOGIN](#)

ARUBA







New! Aruba Romance, ACE Program

Aruba is an even happier island when two people celebrate their love! Learn how to make their dreams come true.

[GET STARTED](#)

ANNOUNCEMENT Bahamas Specialist Program - Graduate and record a booking to be entered into a monthly raffle! [Enroll Now!](#)

Why Travel Agent Academy?

-  **Award Winning Content**
Designed to help you learn and retain information in fun and interactive ways.
-  **Gain Credits**
Earn Travel Institute CEU Credits. Some courses offer credits from the Association of Canadian Travel Agencies (ACTA).
-  **Earn Rewards**
As graduates take advantage of rewarding loyalty programs available.
-  **Increase Bookings**
Travel Agent Academy empowers agents to confidently sell as specialists.
-  **Learn On The Go**
iOS Tablet compatible courses allow you to learn from anywhere on your own time, at your own pace.
-  **Certification**
Show off your knowledge and expertise with Travel Agent Academy diplomas

Travel Agent Academy

PROMOTIONAL EVENTS

A year-round calendar of festivals and events brings locals and visitors together for celebrations that focus on food and drink, music, arts and culture, health and wellness, and sports, to name just a few.

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BECOME A GREATER MIAMI AND THE BEACHES SPECIALIST!

ENROLL NOW GRADUATE BENEFITS SUPPORT

GREATER MIAMI AND THE BEACHES SPECIALIST PROGRAM

Learn how to leverage the many facets of Greater Miami to sell it both as a singular destination and a cruise extension to be explored at length by travelers with all sorts of interests, from cuisine to the arts to outdoor life.

This course will take you through neighborhoods as flavorful as Little Havana and Little Haiti and through the Design District and the street art mecca of Wynwood. The fun-filled chic of Miami Beach and its art deco architecture, the emerging hot spot of glamour — the Faena District in Mid Beach — and the laid-back, no-frills vibe of Sunny Isles Beach are also on tap, not to mention the spirited nightlife and attractions of Downtown Miami, among many other experiences! And for anyone wishing to delve into the great outdoors, there's South Dade, home to the Everglades National Park, a habitat for alligators, deer and bald eagles, and Biscayne National Park, a water-lover's paradise!

ENTER NOW



WHAT YOU'LL LEARN

Master the basics of what the destination has to offer: its diverse people, eclectic culinary scene, main attractions and events, along with helpful travel information.

Learn the personality of each Miami neighborhood: Little Haiti, Little Havana, Historic Overtown and Downtown Miami/Brickell.

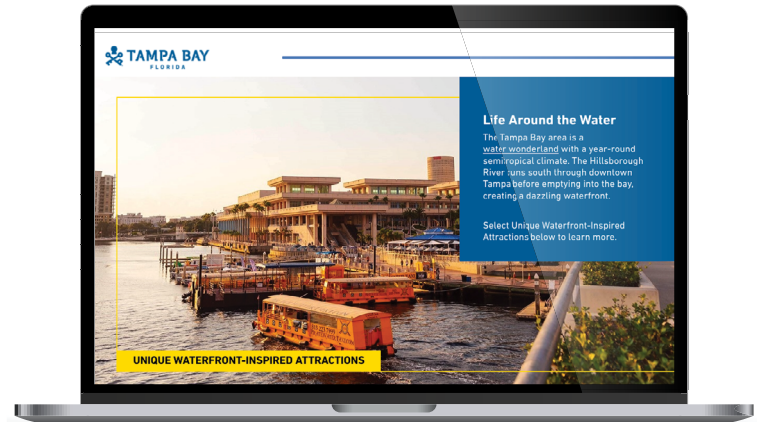
Your course chapters will be written and designed around our core beliefs:

- **Meaningful**
We teach agents how to successfully sell your brand by engaging them in meaningful content — not rote learning techniques based on repetition of facts or simple 'e-reading'.
- **Memorable**
Quality training leaves learners with confidence and a connection to your brand. Our cognitive e-learning approach transforms information into insight.
- **Motivational**
Training is only as effective as the actions taken AFTER course work has been completed. Our 'learning path' approach takes learners from novice to master of your brand's sales objectives.

Travel Agent Academy courses have won numerous HSMIA Adrian awards, recognizing excellence in travel agent education.

TRAINING & REWARDS/LOYALTY PROGRAMS

A successful online education starts with the right process. That process has to ensure that agents are educated, not simply pushed to “graduate”.



ANY SUCCESSFUL ONLINE EDUCATION COURSE REQUIRES THE FOLLOWING:

- State of the art **LEARNING MANAGEMENT SYSTEM**
- **COGNITIVE E-LEARNING DESIGN THEORY** based on best practices of institutions of higher education.
- **DYNAMIC ASSESSMENTS**, designed to “interrupt” the learning process, as the student moves through the course, are key to retention and results.
- **COURSE AUTHORING SOFTWARE AND INTERACTIVITY** to make the content interactive and memorable.
- **MULTIMEDIA ASSETS** to bring the content to life.
- **AN AUDIENCE TO ENGAGE** and drive to the individual educational course, recognizing excellence in travel agent education.

TRAINING & REWARDS/LOYALTY PROGRAMS

Resource Overlay

Resources serve as reference material for agents, and for further education, insight, and understanding. They include:

UP TO 12 BROCHURES

- PDF files or digital brochure links
- Brochure cover will be featured with brochure title

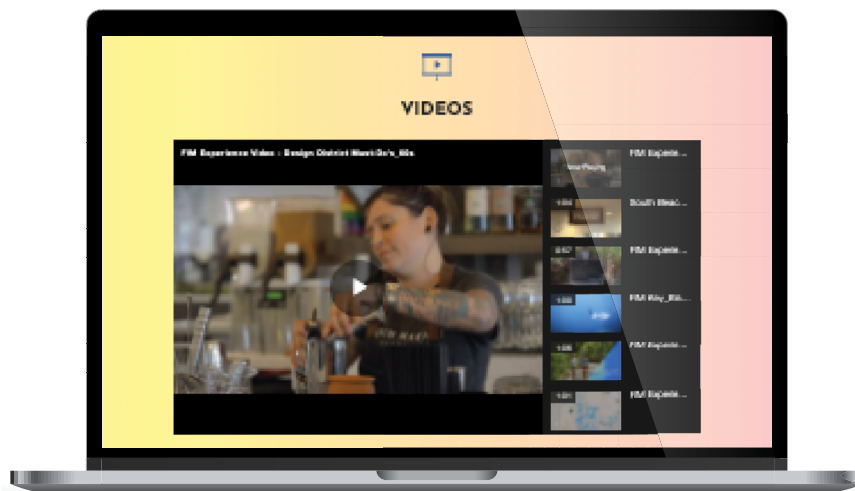
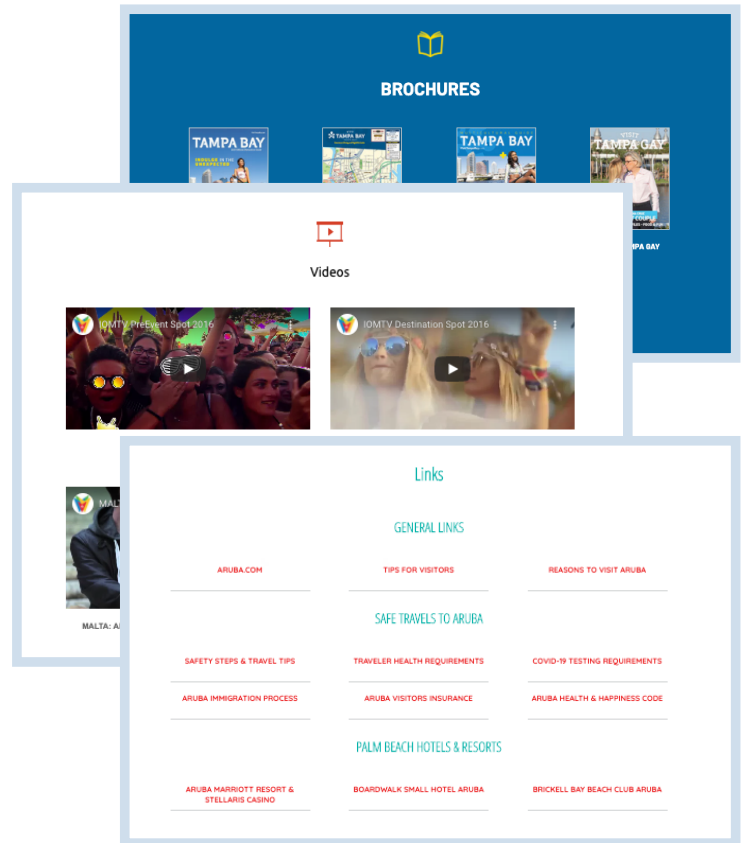
UP TO 12 VIDEOS

- Accepted formats: YouTube links, .mp4 or .mov

UP TO 12 LINKS

- External links to additional resources

The Resource Campus will be accessible after the user registers/enters the program from the landing page.



ALTERNATE VIDEO LAYOUT: YOUTUBE PLAYLIST

If you have a YouTube channel, you can create a new independent playlist and select the videos you only want travel agents to see. You will have full control over this playlist and can include as many videos as you like which are on your YouTube channel.

TRAINING & REWARDS/LOYALTY PROGRAMS

Marketing Reach

COURSE MARKETING TO RECRUIT, ENGAGE, AND CERTIFY THE RIGHT AGENTS

Travel Agent Academy leverages its comprehensive database of travel agents, including detailed sales profile data to clearly address each learner's business model and sales focus.



TRAVELPULSE

- **2.6 MILLION** Average Monthly Page Views
- **1.2 MILLION** Average Monthly Visitors
- **1 MILLION** Average Monthly Users
- **100,000+** Travel Advisor Subscribers (TravelPulse Daily Newsletter)

TRAVEL AGENT ACADEMY

- **110,000+** Unique Visitors from 2018 to 2019
- **6,000** Average Number of Enrollments and Graduates per Month
- **80,000+** Travel Advisor Subscriber Database
- **836,000+** Total Number of Enrollments & Graduates Since Launch
- Additional promotion in the Travel Agent Academy (TAA) **HOMEPAGE MARQUEE SCROLL**

AGENTatHOME

- **INTEGRATED HOME-BASED ADVISOR MARKETING** (Print, Digital)
- **37,000+** Print and Digital Subscribers

TRAINING & REWARDS/LOYALTY PROGRAMS

Affiliate Program

Already have a training platform in place?
We offer the most effective and measurable
promotion of your existing program.

- **HELPING YOU CAPTURE HIGHLY QUALIFIED AGENTS**
We teach agents how to successfully sell your brand by engaging them in meaningful content — not rote learning techniques based on repetition of facts or simple e-reading!

AFFILIATE MARKETING COMPONENTS CAN INCLUDE:

- **INTEGRATED** on TravelAgentAcademy.com
- Inclusion in Travel Agent Academy **NEWSLETTERS** to our database
- Targeted **HTML RECRUITMENT EMAILS**
- **1X FEATURED SLIDESHOW** on TravelPulse.com
- **1 WEEK SPONSORED POST** on TravelPulse Daily Newsletter
- **LOGO ROUND UP PRINT AD** in AGENTatHOME
- **FULL PAGE PRINT AD** in AGENTatHOME



Visit Wales PRO

Jump into the **Wales Travel PRO** Training Program and Sales Companion for a comprehensive exercise that provides you with the tools and resources to sell Wales.

ENROLL NOW



The Florida Keys
& Key West
come as you are!



Introducing Key Lime Academy

Like the destination itself, Key Lime Academy has been designed to educate, inspire and entertain while unveiling all of what the Florida Keys has to offer. Similar to the Overseas Highway, Key Lime Academy is visually stimulating and allows navigators to travel through the modules at their own pace.

ENROLL NOW



Educate. Inspire. Entertain.

Educate - Navigate through visually stimulating e-learning modules designed to help you sell more of the Florida Keys.

Inspire - We show you the best parts of the Florida Keys through a series of short videos, which feature a diverse group of local insiders.

Entertain - After you complete the course, you'll be planning your own visit to the Florida Keys.

**READY TO ENGAGE & EDUCATE TRAVEL
ADVISORS ON YOUR BRAND OR DESTINATION?**

CONTACT DLTAMSALES@NTMLLC.COM
