Welcome to the Globus Tour Expert program.

Land sales are increasing now because agents everywhere, particularly smart agents like you, have figured out that not only do you make more money in commissions selling tours, but your clients have almost endless choices of where they can go on a tour. So whether you’re currently selling tours but want to sell more or you have yet to sell your first tour – you’ve come to the right place.

You guys are pros, but many agents are simply missing out on the FULL potential of the tour category. After you become a Certified Globus Tour Expert, we can guarantee that you won’t miss a tour sale from this point on.

And you don’t want to miss a sale because with Globus tours, a sale begets another sale. Our customer satisfaction, intent to repeat and likelihood to refer a friend or family member is hard to beat anywhere in the travel industry. Plus, we will show you how to sell in order to keep them coming back to YOU, their preferred agent.

New & repeat lucrative business. That is what we’re offering to you. So if you’re in, let’s get started.
Before we really get into it, a little housekeeping. You’re going to have to imagine I’m standing before you speaking. This is not simply a presentation where you just read content on slides. The slides will provide a graphical backdrop to my presentation, but it will be really important for you to listen and take good notes.

Now at the end of each module, you’ll have the opportunity to download a PDF with the complete notes. But in order to really absorb the content, listening to my stories and my inflection on certain points will be extremely important. And remember, you can come back and listen in again as often as you want on any of the modules.

Throughout the presentation, we will have various slides that will advance when the audio for that slide is complete. You will also notice knowledge checks throughout the modules – quick questions to ensure you are remembering the key things we are discussing! Don’t worry – these don’t count towards your overall grade, so if you miss it that’s OK! Just take note of why it was wrong and move on to the next slide!
Our Globus tour expert program is going to start with a description of the Globus target. But we aren’t going to talk just about what defines them physically – income, age, education. We are going to go deeper than that. We are going to discuss how their informative years of personal growth have shaped them today, and how they have been shaped has a direct tie to what they desire when travelling. You will grasp a much deeper understanding of your target market, making you a more effective seller!

From there, we will move on to:

How We tour Globus and cosmos. This module will focus on the operational side of Globus and cosmos. We will discuss what separates us from the competition and how we put together perfectly planned itineraries to ensure your clients get the most out of their escorted tour experience. From hotels to transportation – its all included with Globus and Cosmos.

Groups and Specialty Travel – did you know Globus is a groups expert? From custom groups to online group management, Globus makes groups easy. Faith travel? Student groups? alumni events? We have lots of specialty travel to suit your unique travelers needs.
Let’s get selling – time to start earning money! We will focus on the consultative selling process – ensure you are asking the right questions for the right answers. And don’t worry – you will leave with all the skills you need to effectively sell Globus and cosmos!
Now training content that helps you sell more and product that delivers happy clients really are the ultimate perks. But we’re not going to stop there. We’ve also developed some tangible & profitable perks for you. Become a Certified Globus Tour Expert, and give us five bookings across the Globus or Cosmos brands, and you’ll earn an air credit that you can use to help you experience our product firsthand. We call it our Book 5 & fly free perk.

**Plus you’ll receive:**
An Exclusive “Certified Globus Tour Expert” logo and access to the travel agent locator feature, as well as connect with a specialist!

And those are just some of the highlights. Refer to the Travel Agent portal for the full list of program perks.

So, now that you know all that awaits you, let’s get started with your education.
Before we dive into who is a prime target for escorted touring and why they are ready, let’s do a quick highlight of the product offering your clients can expect with Globus. Don’t worry – during module two, we will take a deep dive on how these components work. For now, let’s highlight what today’s tour looks like so you can keep it in your mind!

Plain and simple? Travelers looking to experience the wonders of the world go on tours. To help you understand this rewarding style of travel, we’ve broken down the components of a tour and how people just like your clients are the VIPs.
Simply put, a tour is a perfectly planned vacation package. There’s nothing easy about planning a vacation – the research, planning, reservations, & logistics. Add in currency conversions and language barriers and your clients have one major project on their hands – and as their agent – your hands too! A tour handles all the hassles, while they have all the fun.

There’s no driving, no navigating, and no crying. A tour eliminates all logistic hassles by arranging your transportation around town, between cities, and just for fun. Aboard our luxury motor coaches, you’ll even have access to free Wi-Fi.

A tour delivers both daydreams and restful nights. What does this mean? A tour includes pre-screened, brand-name hotels with the right address and the right amenities. Globus hotels are always first-class and above.

Tours skip the lines. A tour offers a pre-planned, pre-purchased itinerary with VIP access to the must-see sights. Globus travelers skip the long lines and walk straight in.
On your own, you see. On a tour, you do.
Seeing the major sights at a destination is only part of the equation. Partake in a tango lesson in Argentina. Bake your own scones in Ireland. These Local Favorites℠, are what Globus tours are made of, and are always included in the day-by-day itineraries.

But There is a real rock star on your tour.
Our tour directors Tour Director – an expert who lives and breathes your destination and shares their knowledge with you. Only a seasoned Tour Director brings sights to life with the fascinating stories behind them.

Meals are part of the deal.
Tours typically include many meals to minimize costs and maximize time. Globus likes to include “experiential” dining too, like lunch at a working Argentine estancia or dinner on a Sicilian farm.

So – high level? Tours save your clients two favorite things: Money and time.
Tour operators have the buying power that individual travelers simply don’t, saving them up to 40% compared to purchasing everything on your own. We eliminate lines, include must-see sights and must-get photo opps, so you’ll have more free time to relax and explore on your own.

But the purpose of todays module is to ensure you are armed with the skills to not only identify who is a good fit for this type of vacation, but why they are a good fit. We will talk details on how Globus works in our next module.
OK, keep a few of those tour elements highlighted in your head as we cover our next few slides. Because we are going to take a “behind the scenes” look at the target demographic for escorted touring. Why?

This is about the time in life where the are finally free to do what they would like – follow their passions. This demographic, which we will dive deeper into in just a bit, has spent their entire lives ensuring the well-being and comfort of their families and close loved ones. They have spent their vacations on road trips – driving kids to camps – family vacations to the lake. All things their children have wanted – they’ve made sacrifices their entire lives to ensure a happy and healthy live for their children.

But now its their time. its their time to finally get out and experience the things they have always wanted. They have finally arrived at a place where they are ready – and able – to travel.

Before looking beyond physical characteristics, let’s just knock them out so we can move on to the good stuff!
Let’s go ahead and knock out some psychographics to paint a picture. The average Globus client is going to be in their 50s-70s. They are very well educated and have an average household income of $164-$318,000. Most of them are employed full-time but yet when they do vacation, they vacation well!

Already you have identified the type of client you are looking for. you can immediately cancel out spring breakers and really, even most early honeymooners. It is just the start.....

And their Lifestyles? The Globus client is discriminating yet voracious about value. They are willing to pay for quality, and in fact seek it out in most of their lifestyle purchases. Travel is a priority for them and in fact, most are well traveled. A majority will travel as part of a couple. They own homes, and have children and grandchildren out of the house. They put a huge emphasis on quality experiences and time with each other and family.

They are active in their communities, love to socialize, enjoy reading newspapers and magazines. And while they are comfortable with technology, they are not obsessive about it.
Alright – so now you are starting to make comparisons between their lifestyles, and the potential vacations they may like. We will touch on this more when we discuss identifying their needs because that is where the real science starts!
So who are these folks we are talking about and why should you care? Well in 2017, they will be between 53-10. so as you can see, a nice age gap. But I don’t want you to only be concerned with these current boomers. I want you to look 5 years into the future...who will be entering this age demo in the next 5 years? You have clients who naturally mature through their travel preferences and these are the future travelers who will graduate into escorted touring – when their wants and needs align with the Globus product.

And this is happening at a perfect time in their life – as they near retirement and have a lot more free time! which, of course, is a key component to being able to travel internationally.

Looking beyond just the physical characteristics of your audience will begin to make you more effective as a seller. Because before you can pick a product that is suited for your client, you have to know what your client is looking for – at more than just a physical level. Enter, social and personal growth factors!

But first – let’s use some raw data to show you WHY you are here.
Here are a few quick stats that I want you to remember: and write down. They form the base for why this is even an important subject to ensure you are familiar with.

77 Million Baby Boomers in the US – plenty of travelers! This demo is huge with a massive potential for future sales – and remember, even more are entering this demographic each year. That alone should be enough. In case it isn't:

Represent 50% of all consumer spending – all consumer spending! So not only is this a huge demo, but they are spending more money than anyone else.

That stat alone represents a hearty market to go after!
Even better, according to a British Airways Study published in 2016, says 42% plan of the 77 million plan to travel internationally. In 2017 – that’s nearly 33 million people set to travel in 2017. A lot of pent up demand to go – we have heard it even from you are partners. A lot of folks opted out of travelling in 2016 so there is pent up demand for 17 – meaning that this wealthy demographic held off on spending those vacation dollars last year. so what does that give us?

Let’s see...
What happens when you are in this age demo? We talked about it a bit a few slides ago, but Hopefully, they are reaching or getting close to Retirement Age which means they have the Time to Travel!

Combine that with Boomers represent 77% all private wealth AND are due to inherit 13 Trillion Dollars (their parents saved, depression era) and what’s that equation?

TIME + MONEY = Perfect Target Combination! And you consider the pent up demand? Hopefully this means a rebound on 2017 and beyond for all of touring! But let’s take a deeper look at your target market and why they are a perfect match for escorted touring – because after all, understanding the needs of your target market and how touring satisfies them will be a primary success factor in increasing your overall business in 2017 and beyond!
On the whole, an individual’s core values are established in their twenties, by age 25. When was our demo forming these values?

Baby Boomers who were in their early to mid 20’s were in the midst of the 60’s & 70’s – what was going on then? (Woodstock, Music, Expression Era, Freedom) These world events and peers established their core values which influence how they make purchasing decisions and what types of brands they prefer and have loyalty towards and want to engage with. And this includes how they travel and who they travel with in terms of brand loyalty.

These are some of the core value and traits Baby Boomers have:

• Individualism & Self Expression – doing things differently than their parents. Aka spending wealth and enjoying life.
• Personal Growth & Development – growing as a person through various experiences
• Adventure & Enrichment – keep the blood pumpin!
• Inclusiveness – being a part of something, whether that be a family or a larger tour group 😊
What’s amazing is when aligned with boomers travel style, the results are almost shocking:

These core values are not related to Travel you say? (although, don’t they sound like it, right?) Let’s show HOW their core values relate to travel preference and style.
When traveling these are MOST import to Baby Boomers. Looking for travel and an operator that emphasizes these things. And remember some of the things we briefly discussed that Globus can offer.

1. Creative Experiences – They want to DO something vs. SEE. which aligns with their desire for personal growth. (Experience a cooking lesson in Italy vs watch it)

2. Authenticity – want experiences to be genuine and real (interacting with culture and local people) Our Local Favorites! And perfectly aligned with their needs for adventure and enrichment like the tango in BA Argentina

3. Community & Family (want to enjoy the people they are with) - which can be the basis for group escorted travel. Maybe something more intimate? That works too!
   1. Multi generational is of an interest (leaving a legacy to their kids/grandkids)
   2. 40% of Boomers are SINGLE (girls get-a-ways)

   And this perfectly aligns with their need for inclusiveness
4. Health & Wellness (Being active, caring about their bodies and also their well being as a person) NOTE from PAULA: Will come up future plans for Active Discovery

5. Personal Development (not done growing and learning) Learning a new language, taking classes, trying new activities (due to time)
   1. This is not time to sit in rocking chairs and just relax perhaps like their parents, this is time to DO, EXPERIENCE, GROW!

OK – before moving on, we have our first knowledge check. Remember, this isn’t graded! So make your best guess and click to continue!
Now – it’s great that touring aligns up with their travel needs, but are boomers really moving toward packaged touring? Well, I am sure many of you, like myself, have heard how hot river cruising is. It certainly is – but did you know packaged travel arrangement is outpacing river cruise and impromptu or independent travel AMONG ALL OUTBOUND TRAVELERS? So we have a demo that aligns perfectly, and is actively adopting this travel style. What else?

- Group and Package Travel is GROWING!
- Big Ship Burn Out, desire for more authentic experiences, and easy – more on that in our next slide.

Now we have discussed what about them aligns with touring and why they should be attracted to this travel style. And we have shown touring is on the rise – but what do we hear that boomers REALLY love about touring?
Now we have talked about these in passing over the last little bit, but I really want to highlight them for you here now that we have talked about what the target market looks for. I think it helps to also see what DOESN’T appeal to them:

**Big Ship Burn Out:** looking for a more authenticity. Want experiences to be genuine and real (interacting with culture and local people)

**Easy – It’s all taken care of:** want all the details taken care of for them. They just show up and enjoy their vacation

**Inclusiveness:** want to share experiences with likeminded individuals. whether creating a community on a bus OR taking their family with them.

**DO vs SEE:** Want to be immersed in the culture and do things no one else would do (i.e. Local Favorites)

**Personal Growth:** Touring (and our excursions) allow you to try and experience new things, they want to continue to GROW!
OK – so you may be asking. That’s great to see they align well – but do they really want it? We showed you market size – needs and wants – but is the proof in the numbers?
Here is the response when polling outbound international travelers in relation to travel styles. 53% of outbound travelers would EXTREMELY ENJOY taking a tour. Add in those that are interested? And you have nearly 80% of the outbound international leisure travelers taking interest in an escorted tour. According to our BA study, half of those 77 million boomers will travel within the next year. Meaning 35 million outbound travelers. With 80% of them being interested in escorted touring, that gives you nearly 28 million people as potential escorted tour passengers!!!!
So to follow-up on what travelers want out of a vacation, we polled past travelers and asked them
When asked “Why did they choose an escorted vacation?”

Number 1 response as cited by all outbound international travelers was “learn more about the world....” well, talk about a perfect reason to travel with Globus
When asked why escorted touring? The number one response, sited by 65% of the people was: Someone else to handle **logistics**, including transportation and accommodations.

One key driver was functionality: escorted travel is highly functional.

Sounds like these people don’t want to spend their vacation time hailing cabs, reading maps, or buying train tickets. Let alone discover that the hotel they booked claimed to have a central location, but that “central location” was for a business (not leisure) traveler.
Next **61% responded** that they wanted to see many places and sights in a relatively short amount of time.

Sounds like these people want to see and do a lot when they travel.

These tour clients look just like the surveyed leisure travelers...go figure.
56% were unfamiliar with the destination and liked the idea of a pre-planned itinerary & a Tour Director.

And of course, when you put your clients with Globus, they have the added benefit of a company that has refined, tweaked and optimized those itineraries for more than 85 years.

I don’t know about you but by the time I’ve done something for 85 years, I pretty much think I’ll be an expert in it. Whatever that may be.
And finally **55%** said the price and value of an escorted tour allowed their vacation dollars to go farther.

And we all know, the value is not just price. The value of our inside visits, killer hotels, included transportation, Local Guides and expertly pre-planned itineraries, all under the constant education and guidance of a brilliant Tour Director mean your clients will get more for their money than they ever imagined.

So, in short, do people want a tour or does a tour deliver what people want? The answer is yes.
So now that we have discussed what drives them and that there is a clear demand for escorted touring, let’s recap what Globus offers and discuss why this is a good fit to what we just learned – before our deeper dive into each component with our next module.

With Globus, it’s all included: Transportation, hotels, VIP access, freedom to explore, TDs, sightseeing, free wife, meals and more! Come back for our next module to learn more!
Let’s round out this module by talking about why you are here – more money!!!

98% of people who go on a Globus tour say that we have met or exceeded their expectations. So you should have no problem recommending a product that has proven time and again that it delivers on what people love. But you’re also in the business of selling travel, and you need to offer products that are also profitable.

As you can see from the numbers here, tours are more than lucrative when it comes to rewarding you for work done. Average commission on Globus is $1,100 and average commission on Cosmos is $800. And that is for two people, with air and maybe some prepaid optional. Now I know we haven’t talked much about cosmos, but with averages like that I had to share.

When was the last time you made that selling two people on an ocean cruise? You don’t have to answer that. We know it’s painful to think about.

Before closing, one more knowledge check:
As you’ve learned, there is a tie to what has shaped your client as a human being and to what they look for in their travel experiences. Now, it is time to show how GLOBUS meets these needs in our next module.
Thank you for taking the time to complete this online module today. You’re on your way to becoming an GTE– a Globus Tour Expert.

If you have any questions, please contact

Talk to you soon!