

TRAVEL BY TRAVELERS

Crafting a wonderful vacation is analogous to a chef masterfully transforming ingredients into gourmet dining. It's the skill and technique of the professional that imparts value. There's no substitute for experience, creativity and ingenuity.

For each of us, 'Time' is our most precious commodity and our most precious time is our vacation. Shouldn't you entrust that investment to a professional?

Suzanne and Michael have nearly 50 years professional experience in the travel industry.

We entered into our present private practice in 2004 following ten years owning and operating a full-service travel agency in an affluent Chicago suburb and having attracted loyal clients from across the USA and Europe.



Suzanne began traveling to Europe with her family as a child and teen. College studies took her to Japan, Taiwan and Hong Kong. She graduated from the renowned Evelyn Echols Travel School beginning her career as a travel agent and later becoming manager of a Business Travel Management agency.

Michael entered the travel industry after a successful career in international sales and business development during which he traveled extensively throughout Asia, Australia, Europe, the Middle East and Africa. He spent nearly five years with the preeminent luxury tour operator Abercrombie & Kent designing custom African safaris and explorations of Egypt, Jordan, Morocco and South America.

We have personally experienced more than 80 countries, hundreds of destinations, and a variety of cruise ships. We haven't been everywhere (yet), but we've been more places than most, often multiple trips. Our knowledge and wisdom flows from that personal "been there, done that" exposure.

Yet all that experience goes stale if it isn't refreshed regularly through **Continuing Education**. Travel is dynamic – resorts, hotels, cruise ships and destinations have a lifecycle. As the "new" becomes worn, it cycles into decline, and then eventually is restored and refurbished to begin the cycle again. A reliable travel consultant needs to know where a product is in its lifecycle.

- We attend numerous product and destination training seminars, more than most travel agents. In fact, it's unusual for us to miss any.
- Our exceptional industry participation gets us invited to exclusive special programs that other consultants aren't even aware of.
- We have completed the coursework and exams for dozens of Product Specialist and Destination Specialist Certifications.

It's Not Only What You Know, But Who You Know. The reality is that no one can know it all – hundreds of countries, thousands of destinations, and millions of accommodations and sights. The better consultants also rely on knowing industry experts who they can refer to for in-depth information. But how does one become acquainted with these experts?

- National Trade Shows – we attend many national expos both in Chicago and around the country -- for example we were the only Illinois travel consultants at the South African TravelMart in Atlanta or attending the Skål Tourism Leadership Summit in Orlando.
- Trade Associations – not only do we belong to these Associations but also Michael has served on the Board of Directors and as Chairman of the PATA Midwest Chapter (**Pacific Asia Travel Association**) and on the National Board of Directors and as President of the APTA Midwest Chapter (**Association for the Promotion of Tourism to Africa**).
- Michael was inducted into **Skål International** in 2002, whose membership consists of key representatives and executives from travel companies in Chicago and the 480 Clubs in 87 countries worldwide.

Affiliations:



International Association of
Travel and Tourism Professionals



Midwest Chapter



Midwest Chapter