

LENE H. MINYARD

PERFECTLY PLANNED JOURNEYS



- Own **Perfectly Planned Journeys**
- Book **FITs & Small Customized Groups**
- Run **Travel Agent Hacks**, a **FB Group** for **US & Canadian TA's**
- Working on a project to **help US & Canadian TA's sell Europe**



PERFECTLY PLANNED JOURNEYS

lene@PerfectlyPlannedJourneys.com / 703-927-0588

www.PerfectlyPlannedJourneys.com

TRAVEL AGENT HACKS

No matter where you are, we are together!



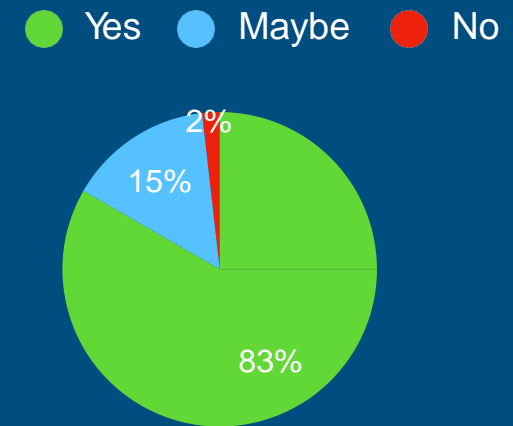
Sharing Business & Marketing Ideas

MAKING OUR INDUSTRY BETTER & STRONGER

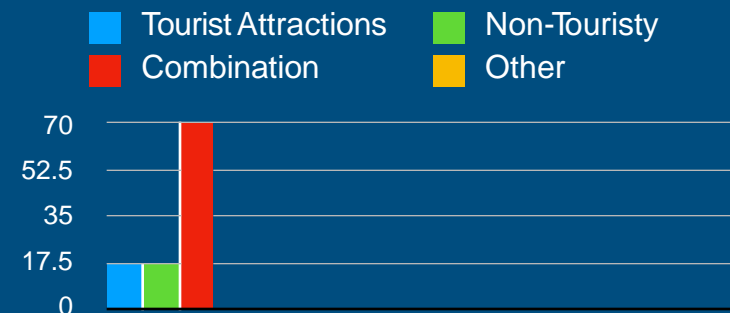
- **8000 Travel Agents from US & Canada.**
(12.1% of all US TA's According to Statista)
- **Active Network**
- **Great Source of Information**

POLL - 164 Participated (2.05%)

When travel restrictions have been lifted, **will your clients be interested in travel** again?



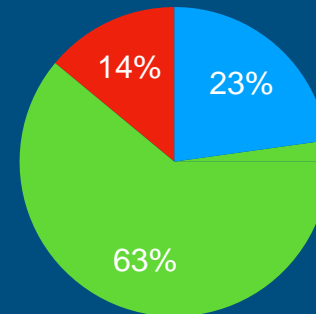
Will clients be **more interested** in “Off the Beaten Path” or popular Tourist Attractions?



POLL - continued

Will clients be **interested** in the **Nordic countries**?

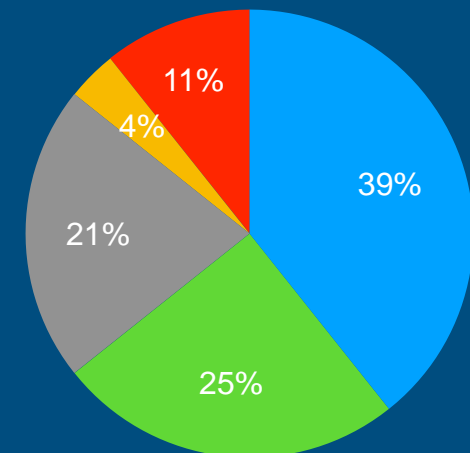
● Not Sure ● Yes ● No



If no, why are they not interested?

- Not enough knowledge about destination
- Cost of travel
- Clients looking for better weather
- Flight connections not good
- No interest

● No Knowledge ● Cost
● Weather ● Flights
● No Interest



POLL - continued

Have you ever **been to Finland?**

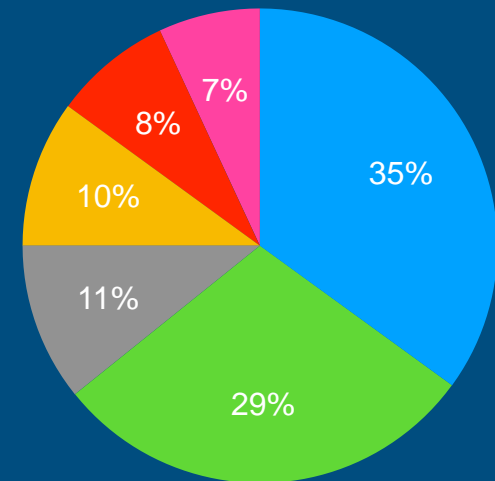
Yes - 35.3%

No - 64.7%

Which experiences would your clients be interested in?

- Northern Lights & Igloos
- Midnight Sun
- Galapagos/ Water Activities
- Local Food
- Interact with Local People
- City Sightseeing

- Northern Lights/Igloos
- Galapagos
- Local People
- Midnight Sun
- Local Food
- City Sightseeing



TRAVEL SENTIMENT IN THE US

80% of TAs polled plan on staying in business after COVID19

Majority of agents are confident that travel will resume in 2021.

Areas of concern for TAs:

Financial stability of foreign suppliers
Will suppliers conform to new travel standards

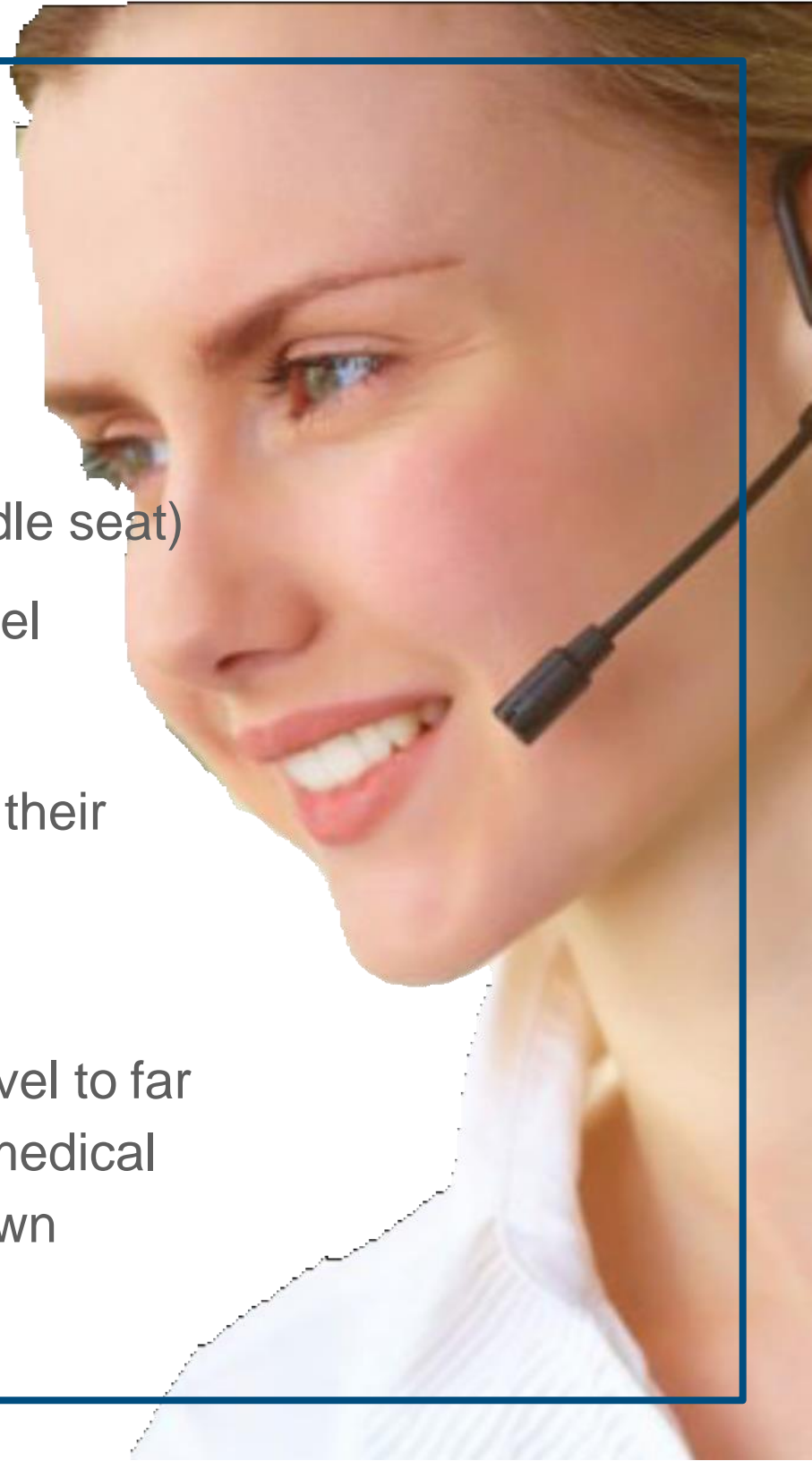
Areas of concern for travelers:

Financial constraints because of job loss / loss of income
Will the experience meet their expectation



REQUIRED CHANGES

- Cleanliness / Disinfect everything!
- Less cramped when flying (no middle seat)
- Avoid over-tourism/Sustainable travel
- Great deals / Flexible cancellation
- Clients will value travel advisors for their knowledge and human connection
- Avoid large groups
- Initially clients will be hesitant to travel to far away destinations where they feel medical facilities are sub-standard to their own



CHALLENGES

- Weather
- Higher Prices
- Exotic Food for American Market
- Luxury in Nordic Countries is Different
- Set Expectations
- Target High-End Clients / Package
- Set Expectations / Offer Alternatives
- Set Expectations



9

OPPORTUNITIES FOR FINLAND

- Unique, Exotic
- Exclusive, Not Mainstream
- High End
- Customized
- Authentic Experiences



PARTNERSHIP WITH DMC'S

Currently working on a project to team up with Finnish DMC's



NEED

- Go direct / no outsourcing
- Knowledgeable Suppliers
- Unique Products
- Ability to Customize



NEED

- Vested US TA's who will sell Finland
- Educate US TA's on Finland
- Access to knowledge about target audience

I wish I was
in Finland

I partied
like a Finn
tonight

Mom I love
it here in Finland
and I'm staying!



Kiitos Finland!

A world without travel is not an option!

See you soon!