



Creating Unforgettable
Moments:

**Ideas to Surprise &
Delight Your Clients**



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This webinar is
being recorded!



Travefy Academy

A free educational series to empower today's Travel Professional

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Webinar Agenda:

Ideas to ‘Surprise & Delight’ Your Clients...

- Before a Trip
- During a Trip
- After a Trip





**What does it mean
to “surprise and
delight” your
clients?**



Quick Poll!



Ideas Before A Trip

OASSENCE

MICHEL & CÉLINE CELEBRATING
30 YEARS OF LOVE IN IRELAND



Celebrate your 30 years of cherished togetherness with a keepsake that echoes the grandeur of your journey, reminding you of the infinite possibilities that await. This bespoke publication has been thoughtfully curated to commemorate the joyous occasion of Michel and Céline's remarkable 30th wedding anniversary. Immerse yourselves in a world of refined indulgence as you delve into its captivating pages, brimming with exceptional content, fascinating insights, and expert recommendations meticulously tailored to satiate your shared passion for travel and exploration.

#1

A Personalized Magazine

Top-notch trip tailoring

- Include itinerary overview with full Travify itinerary attached
- Added special touches & recommendations
- Clients can read it while en route to their destination



Sheri Frend
Luxury Travel Designer





#2

Custom Travel Guidebooks

Building excitement for the trip

- Create guidebook templates to customize for each new client
- Use Travefy's City Guides or tools like ChatGPT and Canva

“After my clients are booked, I send them a guidebook in the mail to the destination they’re traveling to.”



Megan Love
Senior Travel Advisor,
Share the Magic Travel





#3

International Getaway Gifts

Must-have travel accessories

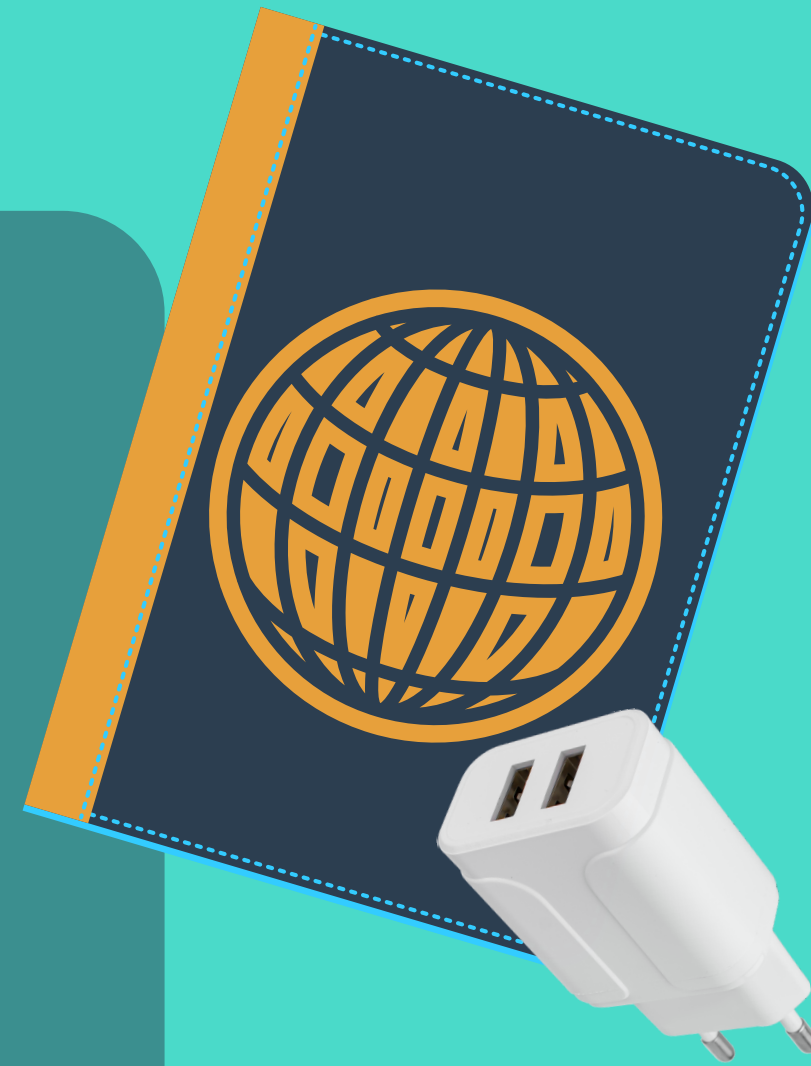
- Gifting items your client will need during their trip
- Inexpensive and can be branded

“For European trips I send a passport holder and electric adapter.”



Ronna Latsen

Owner,
Dreams and Wishes Travel



Must-have travel accessories

- Create custom gifts that are small and can be shared easily with travelers

“I made these in 2 flavors: Pomegranate and Citrus. Citrus to match Florida and then Pomegranate as a more unique one for my Mexico clients.”



Michael Boguslavskiy

Owner,
Caballeros Vacations





#4

Group Trip Surprises

Sending the group off in style

- Create a gift pack of items they can use on the trip
- Send matching shirts or other apparel

“If it’s a group cruise, I send matching shirts for excursions. This way they do not have to worry about ruining any of their shirts and they can easily find each other.”



Lisa Alvarez
Eye4getaways



“For my groups, I usually send a swag bag with a combination of a t-shirt, lanyard, water bottle, luggage tag & backpack or tote bag.”

-Donna Mickell
Travel Agent,
Maxx Travel Service





#5

Transportation Perks

Adding extra perks into the trip

- Offer a gift card or voucher to use for transportation
- Book a private transfer for part of their trip

Bride and groom I normally send them an Uber gift card to get to the airport from their departure city.



Lisa Alvarez
Eye4getaways



“I throw in quirky sightseeing or transportation vouchers - tuk-tuk, stretch limo.”

-Carol Garnham
Go4itTravel





Ideas During A Trip



#6

Treats, Snacks, & Cheers!

The joy of good food and a drink

- Have a snack basket or fun food waiting for them when they arrive or come back from a day of exploring
- Order a bottle of wine or champagne to be delivered to their hotel room

“I have a treat delivered to their room. Mickey rice crispy treats or cookies for Disney, fruit basket for all inclusive.”



Ronna Latsen

Owner,
Dreams and Wishes Travel



“Onboard gifts for cruises are the best. Chocolate strawberries are my go to but this week I have clients doing a Hawaii cruise and they will get chocolate covered pineapple! “





#7

**Connect with your
BDM or Concierge**

Ask for help in making your client feel special

- Ask your BDM if they can offer anything to your clients, including swag
- Work with the concierge to setup a kind note or gift when they arrive

“Sometimes I will ask my BDM for swag for a honeymoon client. I always reach out to the resort and ask if they could do anything special for them. Normally the resort will do something making my clients feel extra special.”



Lisa Alvarez
Eye4getaways



“I enlist the help of the concierge and request some kind of special amenity, note, etc. waiting in the room for my clients.”

Megan Love
Share the Magic Travel





#8

Onboard Cruise Credits



#9

Provide a Dinner or Activity

Cover the check for a night out

- Provide dinner for two if celebrating an anniversary
- Surprise your clients with dinner reservations
- Gift a short excursion or tour





Ideas After A Trip



#10

Saving Memories with a Scrapbook

One-of-a-kind treasures

“When my clients arrive home from their vacation, I send a scrapbook for them to remember their trip.

It is filled with pages that are already decorated depending on where they went on vacation, so all they have to do is add their pictures.”



Diane Asbury

Magical Adventures by Diane





#11

More Ways to Save Memories

Memories to last forever

- Print the photos and have them sent to your clients
- Gift a voucher or gift card to photo printing services
- Give your clients a disposable camera and pay to have the film developed





#12

Find Ways to Preserve Travels

Bottling up travel moments

- Find ways to give clients a piece of where they visited
- A bottle of sand from the beach, local crafts or artwork
- A candle or scent that is used at the hotel where they stayed





#13

Trip Anniversary Reminders

Continue to celebrate with your clients

Setup anniversary reminders:
A year after their trip, send them a
small souvenir or postcard from
the destination with a note saying,
"A year ago today, you were
exploring [destination]!
Where to next?"





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