

Travel consultants try to meet needs of their clients

In today's do-it-yourself society, some might wonder if there is still a need for the services of travel agents. While the jury is still out on the need for travel agents, there is a need for travel consultants. What's the difference? It's all in the motivation and priorities.

Travel consultants are specialists who spend time learning about their client's needs and wants while travel agents are rack 'em and stack 'em. Consultants first listen and understand, then advise and make arrangements based on in-depth information gathered through personal meetings with clients, taking time to ask questions to determine personality traits to understand clients' wants and needs and ascertain which destination or resort is a good fit.

Perhaps you want to visit a cer-



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Travel Tips

tain destination because your friends have, or go somewhere unique and exotic just to be different. Maybe you've seen shiny, polished ads for a certain resort and have chosen it. Sometimes what sounds wonderful in a commercial or magazine article might actually be something other than it seems, resulting in disillusionment and disappointment. It is the responsibility of a good travel consultant to help the client avoid this negative experience.

Have you ever decided to visit a new and exciting destination, only to get online and become overwhelmed by all the possibilities? Which hotels are in a good location? Which airport should you fly into? Are there passport or visa requirements? How can you tell if the properties are really as nice as they look in the pictures posted on websites? Who has time for all that?

That's where travel consultants come in. Good consultant specialists believe that no one should ever spend time and hard-earned money to take a vacation that doesn't meet expectations. Consultants know that both are priceless commodities and cannot afford to be misspent. By taking time to know their clients' specific travel desires, consultants understand and advise with

those priorities in mind.

Much more is involved besides booking, dates of travel and desired destinations.

Travel consultants can be a wealth of knowledge, virtual walking textbooks of information on countries, cultures and people groups. Paired with concern for you as a client, this combination can overcome any anxiety or reservations you may have about traveling.

If you dream about seeing exotic places unheard of by most, or if you just want to get away to a nice beach, a consultant can easily make it happen.

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