

# Why you should always book with a Travel Professional

1. Life is busier and more demanding than ever, and vacation time is more valuable. There is no do over for a vacation gone wrong. A travel professional can help you achieve the vacation you desire because they listen, suggest, adjust, understand and become a friend. Not just a search engine or an anonymous voice. They do the work and you pack and go!
2. Travel professionals add a human element – A travel professional treats you as person not a number. They are invested in their client's happiness, satisfaction and want to make sure each and every trip s packed full of positive lifelong memories. They are with you before during and after the trip.
3. Storms and Natural disasters are making travel more difficult. This year has been a particularly tough one for travel, with natural disasters and system failures overwhelming some suppliers. But travel professionals have the access and the knowledge to help speed your re-accommodations, and act as your advocate when there are problems. When you book with a travel professional you can reach out to an actual person with whom you have built a relationship. Travel professionals can help you change travel dates due to weather, or change destinations completely. They can hold cruise and air options for you before booking a non-refundable reservation. And in these weather affected times, no client wants to sit on hold with the airlines or tour operator for hours. So let a Travel Professional help you plan for you next trip.
4. Trips are more complicated than ever, as the number of multi-generational vacations and destination weddings continue to grow. Multi-generational vacations are still very much in demand. Baby boomers are taking their kids and grandkids on vacations. Because planning travel with a multitude of people is a challenge a travel professional is a perfect choice to provide assistance planning a perfect family vacation.
5. The world is constantly changing and travel professional is on the ground experiencing it. Has the Caribbean recovered for the last hurricane? Can America travel to Cuba? Has the smoke cleared in Napa? Travel professionals don't just sell a destination; they do research, discover and experience the place they offer. It takes a village to understand the dynamics of every destination. Don't do it alone, when a travel professional can help you.
6. Travel professionals save you so much time and stress. Sure reading about places to go is fun, but planning a trip is stressful. There is so much information online, in magazines, books, and on T.V. Travel professionals travel for work, looking at everything from size of rooms and cruise ships, to the dining options that are available. They know the hidden gems in giving destination because they have either seen it themselves or because they listened to previous client who came home and raved about something they found by chance.
7. Deliver more value. Even if your travel agent charged a fee, the value you receive will be bigger than what you paid. Many times people don't realize that they can receive group amenities and discounts, when booking as a group. People often think using a travel professional will cost extra when in fact using one can save you money and get you extras and inside access.
8. They can reassure anxious travelers because they know where you should go and where you shouldn't. In September of 2016, we saw 20 separate travel advisories. The October brought 10 more. In just a few months we saw, 10 hurricanes, 3 earthquakes, 2 shooting/bombings, 1

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airline bankruptcy, 2 major wildfires, 1 airline fuel shortage, 1 volcano about to erupt, Ryanair flight cancellation, 1 visa suspension, 1 State Department warning, and 1 names snowstorm.

Anyone care to navigate that on their own? People are nervous, anxious and unsure. Travel professionals feel a huge responsibility to explain, re-assure and assist their clients in making the best possible choices. And now with all the devastation and destruction of Mother Nature they can be instrumental in helping to decipher what destinations are accessible.