



Contents

- 2 Welcome to The Circle | Creating a community of the best ICs in North America
- 3 About Us | TTI Travel's rewarding journey to *Away*
- 4 Program Benefits | Support Equals Success
- 6 Virtuoso | The Advantages of an Elite Network
- 8 BCD | Affiliate Program
- 9 Guiding The Circle | Key Team Members at TTI Travel
- 11 Accolades | What The Circle members are saying
- 12 Services and Fees à la carte | Menu of services available to The Circle

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Welcome to The Circle

Creating a Community of the Best ICs in North America

The business of travel has changed enormously over the last decade, as we all well know, and so has the workforce landscape. Some of the world's best travel professionals operate highly successful small or home businesses independently and on their own terms.

The Circle—for Independent Contractors

The Circle is a program designed by TTI Travel to support and connect these individuals so they can achieve even greater success and peace of mind. It allows access to business processes, systems and networks that will help you better serve your clients and are often impossible or prohibitively expensive to attain on your own. It offers a level of support that makes many of your tasks easier and more efficient, allowing you to maximize your earnings and enjoy your travel career.

What Does it Take to Be a Part of TTI Travel's Circle?

Individuals with a passion for sophisticated travel, yes... the ambition to be players in the highest league of travel contractors, yes. But it's more than that with TTI Travel. We are looking for imaginative and inspired advisors who are dedicated to creating one-of-a-kind experiences, and providing the kind of personalized service that cements client relationships for life.

The Rewards are Many

We will work with you on an individual success and growth plan, based on your goals and your needs. Imagine having a trusted ally to manage your business while you take a much-needed vacation yourself. Be reassured that in case of emergencies or sudden illness, we've got your back. Stay top-of-mind with your current and prospective clients with a range of marketing materials that you can customize for your use. Make the most of our connections, from elite affiliations with Virtuoso and BCD Travel, to VIP memberships with the world's best hotel and transportation providers.

For benefits that go beyond your day-to-day, we have partnered with Great West Life, (the leading benefits provider for Canadians) to offer you extensive and flexible benefits that include Health and Dental, Vision, Life, and more. In any event, we've got you covered.

Your Peace of Mind

Emergencies are a part of life. We understand how unforeseen circumstances can impact your business, and we prepare you for the unexpected with our Emergency Assistance Program to help protect your business while you focus on the more important parts of your life. When the time comes, whether it is health or family, our goal is to support you and ensure your business thrives.

The possibilities are endless, and we're here to help.

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TTI Travel's rewarding journey to *Away*.

Over 40 Years Designing and Refining Travel.

Since 1973, when Vince and Elena Racco founded TTI Travel, it has remained a family business. Under the direction of their son, Rocky, TTI Travel has become Canada's top boutique travel provider with over 100 staff and \$90 million in sales. We employ the industry's foremost travel professionals who listen carefully and craft unforgettable travel experiences.

With a long history in business travel management, TTI Travel built its success on the importance of authentic, personal service. In 2010, we extended this idea further, rebranding our highly personalized vacation travel services as **Away by TTI Travel**.

Travel Advisors

Away by TTI Travel Advisors are recognized internationally as destination and special interest experts, able to assist with published, tailor-made, or haute-couture travel to destinations anywhere in the world.

Away Travel Advisors have an average of 22 years industry experience, most having been with TTI Travel at least a decade. Many have lived all over the world and several speak multiple languages. All nourish a passion for travel themselves. The combined knowledgebase from this kind of experience and expertise is priceless.

Preferred Relationships

TTI Travel is a one of only six Canadian agencies in **Virtuoso**, a "by invitation only" association of the world's top luxury leisure travel agencies. Virtuoso is an exclusive network of 330 agencies in 20 countries within North and South America, the Caribbean, Australia and New Zealand. With over 6 billion dollars in annual buying power Virtuoso is able to obtain preferential rates and treatments from some of the world's top luxury travel brands, like: Four Seasons Hotels, Ritz Carlton, Rocco Forte, Rosewood, Orient Express, Mandarin Oriental, Abercrombie & Kent, Micato Safaris and many others.

The Virtuoso Air program provides access to special commissions on a variety of carriers.

We maintain preferred partner relationships with the world's finest airlines, hotels, resorts and cruise lines. We are a member of **Air Canada Circle of Excellence** and are Canada's only affiliate with **BCD Travel**—the third-largest travel management company in the industry. This allows us to leverage BCD's volume in supplier negotiations on behalf of our clients. We are Preferred Partners to **Belmond, Four Seasons, Fairmont, Ritz Carlton, Rocco Forte, Rosewood** and **Starwood Luxury Privileges** affording us rare access to special rates, Complementary upgrades and other privileges.

We welcome you to our Circle.

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Support Equals Success

Being a part of The Circle allows you to propel your independent business to a new level of shared success.

The Circle holds a community

- Benefit from the support of a familial community that fosters professional camaraderie, continual learning, and mutual respect
- Share information and best practices among colleagues
- Your voice is important; by contributing feedback about the program, we can continue to improve and define The Circle

Maximize your financial rewards

- Expand and enhance your offerings to your clientele—The Circle provides access to TTI Travel's best-in-class supplier relationships, which are the product of 40 years of experience, hard work and trust
- Access to special commissions with world leading airlines
- Grow your business with marketing assistance including designing of marketing materials and special event planning, and sales leads from TTI Travel and the Virtuoso network
- Assistance with RFP's
- Take advantage of our mentoring and professional development programs to help establish your growth goals and the long-term value of your business

Your life, now easier

- TTI Travel provides access to processes and procedures that allow you to more easily manage your business, with support customized to your individual needs
- Handy à la carte menu of support services that are available to you as a member of The Circle
- Leading technology solutions at your fingertips, including:
 - GDS (Sabre, Apollo/Galileo, Amadeus)
 - Online booking tool
 - Client Base—Customer Relationship Management Tool
 - Commission tracking
 - Financial statement service
 - Information library systems
 - IT support including hosted services, data storage, email
 - TTI Travel's internal office suite
 - Full computer protection
 - Telephone options (independent or extension of TTI)
 - Virtuoso Composer

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You are included

- All office communications from TTI Travel (including supplier emails, travel alerts, etc.)
- Regular quarterly meetings
- All Supplier visits and presentations
- All training programs
- GoTo Meeting Webinars (for participation from home offices)
- Virtuoso Conferences
- Fam trips
- Great West Life benefits
- Emergency Assistance Program

Grow the way YOU want to

- Take advantage of the marketing opportunities and materials available to The Circle, including:
 - Away by TTI Travel direct marketing (client leads from marketing pieces are referred based on expertise)
 - Away by TTI Travel Sponsorship / participation in community events
 - Away by TTI Travel Client Events with Preferred Partners
 - Virtuoso publications and PR efforts
 - ClientBase—as a marketing tool
- Let us assist you in your growth. We can help you with:
 - Business valuation services
 - Intern or protégé training services
 - Responding to RFPs
 - Creating presentations, invitations, special events
 - Attending client meetings
- Benefit from TTI Travel IC and Corporate referral programs

Connect with the Best

- Industry memberships (IATA, CLIA, ACTA, CCTA, TICO, ASTA)
- Advisory Boards (ACTA, CCTA, Air Canada COE, Travel Council, IC Bellagio)
- Affiliations (Virtuoso, BCD)
- VIP Memberships
- Airline at-source commissions
- After hours help desk

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Virtuoso—The Advantages of an Elite Network

TTI Travel is one of only 6 Canadian members of Virtuoso, the world's most exclusive network of travel advisors. Leveraging the combined buying power of Virtuoso, you will be able to offer the most competitive pricing in luxury travel to your clientele, and guarantee special added-value amenities and experiences.



As a member of The Circle, your partnership with TTI Travel also includes access to Virtuoso's advanced training, technology, and marketing tools, opening new doors for you and your travel business.

Recognition

No clients are better received, no advisors are better treated or more recognized than those associated with Virtuoso. Our membership gives us reinforced direct relationships with the finest hotels, resorts, spas, cruise lines and tour operators in the world.

As well, Virtuoso's public relations efforts have achieved high visibility in the media, both for the network and for individual members. Virtuoso members are touted as the best luxury travel planners. Affluent consumers know and actively seek Virtuoso members, and so do business and consumer media.

Flying Higher

Virtuoso is the only network offering an international air program for its members. And now supported by a 24/7 service desk. 42 top air carriers provide Virtuoso members with upgrades, extra commissions and/or net fares for business and first-class air, resulting in millions of dollars of additional margin for member agencies.

Best of the Best Hotels

Virtuoso's hotel program features more than 900 top luxury hotels, resorts, spas and lodges, with amenities contractually comparable or superior to American Express Platinum. Of those properties, 400 do not participate with AMEX FHR and close to 600 do not participate with Signature Travel Network's program.

Cruise Advantages with Voyager Club

Voyager Club is the most recognized luxury cruise benefit program and boasts a loyal following. The program offers Complementary benefits aboard the world's finest ships on hundreds of annual departures that include FIT experiences, shipboard credits, onboard gratuities, and car and drivers.

Connections across the globe with Virtuoso on-sites

Make it even more impressive for your clients. The Virtuoso On-Sites program provides a network of global ground operators in over 75 countries who create custom, in-country resources and itineraries, as well as access to unique insider experiences. Services include: transfers, hotel accommodations, sightseeing, customized itineraries, private cars and guides, local transportation, theatre tickets, private shore excursions and tours.

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Marketing Pieces, personalized for you

Offer your clientele special invitations and extraordinary travel offers. Virtuoso members receive an average of \$50,000+ in free supplier-funded marketing every year, personalized to Advisor and Agency. You also have the opportunity to send high-end publications to your clients, such as Virtuoso Life and Virtuoso Traveller, at preferred subscription rates.

Travel Week—Meet the World’s Best

Meet the “who’s who” of luxury travel. Each August, more than a thousand of the world’s top upscale travel destinations, cruise lines and tour operators vie for your attention at the industry’s leading luxury travel convention, Virtuoso Travel Week. This weeklong event showcases the best of the best in luxury travel, and gives Virtuoso travel advisors a first-name introduction and access to the movers and shakers of this exclusive world.

Indeed, Travel Week is the ultimate training seminar and networking venue. This lively forum brings together 7,200 travel professionals: Virtuoso’s elite travel advisors and world-renowned providers from 330 agencies operating in 20 countries in North America, South America, Caribbean, Australia and New Zealand.

Professional Development & Education

Virtuoso's highly praised educational tours deliver exclusive first-hand destination and product knowledge, and result in a 9x improvement in the sales abilities of participants. There are 175 courses in the Virtuoso Travel Academy that are free to all members and advisors.

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BCD Affiliate Program

TTI Travel has been selected by the global travel management company BCD Travel as their only Canadian affiliate. BCD affiliates, such as TTI Travel, are ranked amongst the top 100 travel management companies in North America.



BCD is the third largest travel management company in the world, with over 13,000 employees, 14 billion dollars in revenue and operations in 93 countries around the world. BCD is a direct competitor with Amex and Carlson globally. With a client mix that includes such industry leaders as PepsiCo, Siemens, Yahoo, FedEx, UBS, Pfizer, Time Warner and Kodak, BCD has its finger on the pulse of business travel issues globally.

BCD is the only one of the top three travel management companies to offer a true affiliate program. As a BCD affiliate, we have access to the resources, best practices, intelligence and cutting edge technology of BCD Travel and its affiliate network worldwide. Through our affiliation, we are able to provide travel management services across Canada and throughout the world.

BCD air, hotel and car programs are as strong and diverse as the programs offered by any other major travel management company such as AMEX or Carlson Wagonlit Travel. As a BCD Affiliate, TTI Travel can access this BCD program on behalf of your clients. We also develop client-specific programs based on the volume of business that your clients can direct to individual suppliers.

The BCD program provides:

- Up to 20% off standard corporate rates and up to 40% off the regular “rack” rate
- Preferred rates at 17,000 properties spanning 139 countries and 5 continents
- Last room availability at member hotels and guaranteed inventory in key destinations
- Room upgrades and Complementary breakfast
- Preferred car rental rates
- Value adds that can include “counter bypass”, choice of vehicle and an opportunity to earn free upgrades and free days.

Our relationship with BCD provides TTI Travel with a unique value proposition. We can combine the global strength and leverage of a major travel management company with the high service levels of local, owner-managed companies. With this combination we offer a consistently high level of service, supplier leverage to generate cost savings, expertise in designing and managing travel policies and a broad range of ancillary services. We can help simplify your clients’ business travel program so that they can focus on their business.

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Guiding The Circle

Keeping it Personal

Our owner-operated boutique-style environment puts you in close touch with an accessible management team, a highly polished back office and accounting support team, knowledgeable and experienced travel advisors, and a strong administrative group.



Rocky Racco, CEO

TTI's owner oversees the business at a strategic level, ensuring the company sustains positive growth and remains connected with the best industry resources and alliances. Rocky sits on the board of The Association of Canadian Travel Agencies (ACTA), the Advisory Board of the BCD Affiliate program, The Canadian Corporate Travel Association (CCTA), The Air Canada Circle of Excellence Advisory Board; and The Travel Council.



Lucy Vieira, Director, *Away* by TTI Travel

Lucy is at the hub of The Circle, leading the marketing efforts of *Away* by TTI Travel, and developing and supporting the Independent Contractors' program, as well as being the key support person for our Travel Advisors.



Carol MacEwan, Director of Training & Innovations

Carol heads the systems teams of the TTI Travel office making sure that there are comprehensive training programs available to meet the needs of our team, streamlining and improving our day-to-day processes to meet the needs of both travel advisors and clients.

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Brook Stanton, Director, Client Services

Brook extends her talents and expertise towards account management, ensuring that our current clients are consistently satisfied and that our current business is always growing, looking for ways to consolidate business from within same client groups, and for ways to expand corporate clients into personal travel.



Kathy Hope, Director, Finance

Kathy's realm is all things financial, from weekly and monthly sales and revenue reporting to leading our annual budgets and conducting the quarterly financial review process.



Accolades from Members of The Circle

- “ I transferred my business to TTI Travel when it became apparent to me that TTI's philosophy and appeal was a perfect match to my own. Smaller, personal, passionate, dedicated, flexible—but with the essential affiliations that my clients require: Virtuoso for the luxury leisure traveler, and BCD for the corporate executive.

TTI is also a preferred supplier with many of the properties and suppliers that my clients use, providing a higher level of service and satisfaction, along with a higher compensation potential. And while the quality of operations is essential (and I've never seen a 'back office' anywhere run so smoothly and effectively), it really comes down to the people, as a family of colleagues, and the genuine enthusiasm they share for the company, their clients, and travel in general.

In short, I am given all the independence I require, I get all the support I could hope for, and it's a genuine joy to visit the office as well.”

—Roger Kershaw

Virgin Galactic—Virtuoso Accredited Space Agent. Roger also sits on the Virtuoso Cruise Committee.

- “ This entire team has afforded me the opportunity to grow, make changes and take new risks and challenges in my life that I never would have imagined were ever possible.

The success and happiness of this team is of very high value to me. I acknowledge and appreciate the dedicated contribution that so many members have made. It makes a difference and I what makes TTI a special organization.”

—Jonathan McCready

- “ I have been working as an IC with TTI Travel for almost 20 years! I believe I was one of the first IC's to join TTI.

I have been privileged to watch this agency grow and flourish throughout the years. I feel that I'm a part of a family that I do not have to always see...it is the best kind of family because it comes with no PRESSURE or GUILT! I have a wonderful group of people who work with me and assist me if I need it. I know they are there for me and they give me the freedom to do what I do best.”

—Jenny Vaginshtein

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THE CIRCLE

Independent Contractor Program

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