

TC ONE



Christian Hunter unveils TC One.
Below: The company's Gold Choice Award winners

NEW TOOLS FOR THE TRADE

There were some big announcements made at the annual Travellers Choice conference in Adelaide recently. *Traveltalk* was there and spoke to Christian Hunter, Managing Director, to find out more.

Q: What kind of year has it been for Travellers Choice?

A: We had some strong financial results, we had some new, quality members join the group who added real value and we've been working up to the announcements we made at the conference, which are some of the most significant we've ever made.

Combined with all of that, we were honoured to win the 'Best Agency Group' award, which is a great endorsement for the team and everything that they do. It gives them faith and belief that what they are doing is valued and recognised at industry level.

For a relatively little organisation in this big industry, we are really proud of where we are.

Q: That pride is clearly shared by your members.

A: The culture is what Travellers Choice is all about. People join the group and are blown away by the welcome they receive.

We're all part of the same group and the more successful every individual member

becomes, the more successful the whole group becomes. The spirit, the camaraderie... it is like a family.

Q: Tell us about this new tool called TC One which you've just launched?

A: Basically it is our own booking interface that contains all our preferred products, but it also has the capability to book air, both GDS and NDC content, cruising, coach tours for FIT and hotels.

It is a single booking source that our members can go to for everything: a one-stop shop.

Q: You're pretty excited about the potential of this new tech.

A: We've been working towards this for a while and knowing the full scope of what this tool can do, I think the really exciting stuff is still to come.

But just seeing the initial reaction from members to the demonstration at the conference – they are just so delighted to have this available to them and it has given them a new lease of life. It is going to change the game completely.

Q: And then there's also TC Pro.

A: Our members have been saying for some time that they felt challenged with training and development. We want to support them in developing their people, whether it's around selling techniques or broader business skills, so they become more rounded, knowledgeable and better employees.

Through this program we have developed with Cornerstone there are online ways to participate as well as face to face. It crosses all levels of experience and knowledge.

Q: Clearly these tools are designed to take your company into the future.

A: We need to be thinking not just about today and tomorrow but about the next horizon and where is the travel industry going to be in 10 years time?

So what genuine tools and support will our members need to compete in a changing landscape and how can we support them to do that?

These tools will really aid them in that space and will also be really attractive to people who are not yet part of Travellers Choice.

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