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An Independent Representative

Changing Industry

The future of the travel agent opportunity is changing as more and more store front agencies are closing each year. Many traditional travel agents working as an employee, earning an hourly or salary wage are now being left with few job opportunities. As thousands of travel agencies close each year with very few store front agencies opening, the future for the traditional travel agent looking forward to getting a job in the travel industry is not looking very good. So what are the options for the displaced traditional travel agent? Why would anyone want to start a career in the travel industry with little hope of securing a job? How will travel agents create loyalty with customers to compete with the internet? Rovia will be the answer offering hope, opportunity and a brand that consumers will want to book their travel with a travel agent that is affiliated with Rovia.

Prior to the airline industry canceling agency payments of domestic airline commissions and the "dot com" website brokers offering lower prices and lower processing fees the "old school" travel agency concept thrived. In the old days people were eager to enter into the travel industry by paying big money to go to travel school, learn a GDS system and get a job at a travel agency down the street from where they live. Many "old school" travel agents joined the industry with an expectation to make part-time to full-time income, travel the world as a travel agent and enjoy a career that was in an industry growing, an industry protected by the industry associations and an industry that was fun to participate.

Unfortunately the "old school" system did not predict the changes coming nor did the "old school" system attempt to figure out how to adapt. Rather the plan has been to fight the change and provide false hope leading to uncertainty and confusion. Rovia visionaries have been involved in the travel industry for years, predicting the changes and working behind the scenes to develop a system that will not compete or hurt the traditional "old school" system but become the future home for displaced travel agents and the vehicle for the future generation of travel agents that will replace those that leave the industry due to their unwillingness to change.

Many travel agents are searching for viable options to have opportunity in the travel industry. The trend over the past few years has been to offer traditional travel agents a "host" travel agent opportunity. The "host" agency concept provides the "old school" traditional "GDS" trained "accredited" travel agent the opportunity to contract with the parent "host" agency as an independent contractor, work from home and have remote access to the "host" agency GDS system. The "host" agency concept is a business opportunity allowing the "hosted" agent to make money based on earning on average from 80% to 100% of the commissions generated from the customers that the "hosted"

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travel agent brings with them due to relationship or loyalty or new customers developed through their own marketing efforts. The “hosted” agent is not earning a salary or hourly but works on commission and processing fees only.

Many “host” agencies charge small upfront activation fees and monthly fees ranging from \$0 to \$299 per month. The fees are variable due to different support and technology options but know that any program offering “free” programs are usually bad due to lack of support or technology. Fees any parent “host” agency charges are in fact used cover the cost to conduct business especially, support the outside travel agent especially if the “host” agency issues 80% or more of the commissions.

Since the launch of the “host” concept the travel industry has been flooded with companies offering different gimmicks including the “card mill” concept where a non-travel companies sell a business opportunity with the expectation for the person that purchased the business to receive a travel agent ID card to receive travel industry benefits and discounts with no intention to sell travel or earn travel commissions. Many of the “card mill” programs offer recruiting income to the same group of people to make money selling the ID cards or opportunity with no real end consumer product or service being sold.

Rovia business model is strongly against the “card mill” style business as Rovia does not issue any travel agent ID card and Rovia does not pay or compensate for “recruiting” other agents. Rovia offers an opportunity for anyone interested to market and promote travel the ability to contract with Rovia through a third party marketing company and starting as a Leisure Travel Consultant (LTC). Based on education and training the LTC can work their way up to earning higher commissions and have remote access to any of Rovia GDS systems as Rovia has contracts with all major GDS systems.

So what is the problem with the “host” agency concept? Based on tremendous research and fact finding, Rovia has found that those working in a “host” agency relationship are finding it hard to maintain their traditional customer base and impossible to generate new business due to all the competition. Traditional travel agents for the most part are great quote givers, processors and bookers of travel but are not great at developing new customers or marketing for new business while working at home. Many travel agents are supplementing their income by finding a part time job outside the travel industry to make a living while commissions start to catch up as most commissions are not seen 60 to 90 days after travel has been completed.

Rovia is offering a “hybrid” agency concept that will solve the “host agency” challenge by offering qualified and approved travel agents leads plus an opportunity to earn commissions before the trip has been taken. Rovia has developed creative ways to get our travel agents fast money but also creative systems to generate customers and systems to retain their customers through Rovia Preferred and Premium Customer program where Rovia offers incentives, rewards and other benefits for the consumer to maintain their business relationship with a Rovia travel agent or LTC, BTA or TRS.

Introducing Rovia

Rovia, LLC is a 25-year old travel company with offices in South Carolina and executive offices in Plano Texas. Rovia was formed by acquiring two of the most well respected travel companies with combined 50+ years of experience in the travel industry. Rovia introduced to the marketplace an opportunity and concept that combines the positives of traditional travel agencies service, online booking technology and host agency opportunity while eliminating the negatives that have caused many travel agents to consider where the future of travel industry is going and how the travel agent will survive.

Rovia Travel is a 24 year old ARC/IATAN travel company with offices in Greenville, South Carolina and Executive offices in Plano Texas. Rovia introduced to the marketplace an opportunity and concept that combines the positives of traditional travel agencies service, dot com technology and host agency opportunity while eliminating the negatives that have caused many travel agents to consider where the future of travel industry is going and how will the travel agent survive.

In November 2008 Rovia launched their “hybrid” agency business model offering a business concept that no other travel provider or “host” travel agency has offered to date. Rovia is combining training, technology and opportunity with support, as the future business model for displaced traditional travel agents. As the next generation of travel agents emerges with this new business model, Rovia will become the leader in the travel industry.

The visionaries of Rovia have a business plan and goal to become the leader in the ever-changing travel industry. The concept of the “hybrid” agency will not only offer future travel agents a home with an unlimited business opportunity, but will provide customer incentives, rewards and excellent service levels to assure that customers are retained and will ultimately develop a loyalty to the Rovia travel agent. With the development of Internet websites the traditional storefront agency has largely become a mere memory of the way traditional travel was arranged in the past. However, Internet bookings are far from ideal as the consumer is left alone to sift through hundreds of websites, searching thousands of offers in an attempt to find their ideal leisure vacation. Rovia is on the forefront of offering a “hybrid” option that combines high-tech with high-touch to create an incredible opportunity for both consumers and travel agents.

The Rovia home-based travel agency system is designed for anyone wanting to earn income from the sale of travel, by simply contracting with Rovia at one of three levels of participation. Rovia offers an entry level position, the ***Leisure Travel Consultant (LTC)*** role, which provides the LTC tools and support to market and promote travel using Rovia’s state-of-the-art technology, without being responsible for processing the travel quote or handling final travel documents.

The next available position is that of ***“Booking Travel Agent” (BTA)*** which is designed for those agents interested in becoming more involved in the booking process

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and earning higher commissions. Rovia requires that the BTA have certain levels of travel industry training or related experience, as each Rovia BTA is required to pass related travel industry coursework and exams prior to participating in the booking process or contacting vendors. For anyone who is new to the industry, Rovia offers college level accredited travel courses which can be accessed through Rovia's training curriculum.

The ultimate position that can be achieved in Rovia is the ***Travel Reservation Specialist (TRS)***. The TRS role requires Global Distribution System (GDS) training and related travel industry experience. Qualified TRSs can earn up to 80% commissions and may participate in a unique lead generation program which no other company offers.

Rovia is affiliated with Cruise Lines International Association (CLIA) and all major travel associations, and is in good standing with every major vendor. Rovia offers incredible commissions which are negotiated based on Rovia's large business volume. Rovia is connected with all major GDSs and provides the qualified TRS to have remote access to the GDS of their choice, which they may access from the comfort of their own home. Rovia offers online training, local and regional training events and webinars to help support the ongoing education of all Rovia LTCs, BTAs and TRSs.

Leisure Travel Consultant

The Rovia LTC system is a home-based travel agent program providing the LTC a legitimate opportunity to market and promote travel, with the expectation that they can earn travel commissions without having to be burdened with processing quotes or completing the booking process. An LTC markets their business by consulting, educating and recommending leisure travel to their customers. The LTC is provided a proprietary, booking engine website where their customers can book their own travel, initiate quotes, and process any of their own travel requests. (The LTC website offers very competitive pricing compared to other online travel websites.) An LTC can earn up to 50% of the commissions generated from all automated sales completed from their customized website. The customer of the LTC can access additional assistance or recommendations via live chat, by completing online forms, and by calling the toll-free call center, where the LTC ID number is tracked from the time the consumer first initiates any contact via the LTC website or the call center. The commissions issued to the LTC vary and are based on how the travel is booked by the consumer.

As an LTC there is no requirement to contact vendors, collect orders or worry about processing paperwork as Rovia will assign a TRS to complete the booking on behalf of the LTC. The primary objective for any LTC is to simply market and promote travel. Rovia offers each LTC the necessary travel industry training and marketing courses to help teach them how to maximize their earning potential by marketing and selling cruises and leisure travel to groups and niche organizations. If an LTC has the desire to be more involved in the booking process and earn a higher percentage of commissions, then they would want to take advantage of the BTA system which is the next level of participation.

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Booking Travel Agent

Rovia offers the BTA system to any agent who completes and passes the BTA exam and 10 training modules, which can be optionally purchased through the Rovia agent back office. The BTA training modules are travel-industry specific, and are designed to educate anyone from beginner to intermediate level on representing and processing travel for the consumer. BTA training modules were developed by Educational Systems, an accredited educational company that offers travel industry training for colleges and industry associations. Once the BTA has passed the BTA exam, Rovia provides access to the BTA website where they: a) have direct access to vendors and industry affiliations b) can generate quotes c) can request and process travel through the Vacation Access (VAX) system and d) access their client database and the Travel Agency Management System (TRAMS) program. The BTA can conduct any booking except for processing airline tickets, as the BTA does not have access to the Rovia Global Distribution System (GDS) until they achieve the rank of Travel Reservation Specialist (TRS).

The BTA will earn **70%** of all commissions generated through their BTA website, from travel booked by their personal customers. After passing the BTA exam Rovia will issue BTA business cards and assign a personal toll-free number with 200 pre-paid minutes for BTA customers to use when calling the BTA.

Travel Reservation Specialist (TRS)

The Travel Reservation Specialist (TRS) rank is available to traditional travel agents who have GDS and travel industry experience. Prior to participating as a TRS the applicant must pass the TRS proficiency exam, as well as a background check. Next, they must interview and be approved by the Rovia TRS manager. Once approved, the TRS will have remote access to one of the major GDSs, they are able to work from home and process their personal customer booking requests. TRSs can earn up to **80%** of related travel commissions and processing fees.

Rovia offers college level accredited training classes to prepare the applicant for the TRS exam, and provides training necessary to access the Global Distribution System (GDS). Rovia is one of the only companies that offer basic, intermediate and advanced training to prepare the next generation of home-based travel agents. Rovia boasts the curriculum training for LTCs, BTAs and TRSs, they train agents in the ways of professionalism that the industry and Rovia customers have come to expect.

Rovia also provides a lead generation system to qualified TRSs that have met certain qualifications. The TRS can log into a secured scheduling system and subscribe to handle leads generated from Rovia LTC participants. Since the leads are free the TRS will earn 40% of the commissions, and 80% of any related processing fees. The TRS will receive leads via live chat, online request forms, and phone calls. Rovia will issue the TRS a softphone. (A softphone is a software program for making telephone calls over the Internet using a general purpose computer, rather than using dedicated hardware.) The TRS' softphone is loaded on their home computer and connects all related tracking systems. When the TRS receives a routed phone call, chat message or email request, the

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TRS computer screen will open the booking tool to process the quote or booking, and will track the transaction for commission payout.

Rovia requires that each TRS complete a “specialist” questionnaire which provides data related to their areas of expertise and industry interest. This will help identify those TRSs who want to specialize in certain booking requests such as cruises, group travel, honeymoon planning, air accommodations, hotel or car reservations, and/or vacation packages. Through the questionnaires, Rovia identifies TRSs interested in becoming a destination and/or activities specialist who can book excursions such as Hawaii or various golf packages. Rovia will send the related request to the TRS, based on the customer’s specific area of interest.

The TRS program is unique to the industry, and offers any traditional travel agent an opportunity to offset their current customer-based business with qualified leads of travelers looking to actually travel, and are not just travel shopping with any serious intent to actually take a trip. The TRS must have good communication skills, work well with the public, and have the ability to overcome objections and close business. Those willing to work leads will have an unlimited opportunity to sell travel, and will not have to worry constantly about generating new business.

GDS Consumer Website Technology

Rovia Travel has spent millions to develop an end consumer GDS (Global distribution system) booking engine website technology as a tool for all Rovia travel agents at any level. Rovia website technology offers an advantage over any other dot com, host agency or meta-search website due to Rovia intergrading all major GDS systems, direct vendor feeds and contracted rates where as all other internet websites offer one GDS or redirect to other vendors.

Rovia website was only launched Jan 09, offering tremendous content related to researching and booking real time air, hotel, car, cruises, vacations condominium, last minute deals and even activities. For more complex bookings the customer can receive quotes for groups, tours or any other travel request via live chat or by completing an on-line quote request form. If the end consumer requires additional service the customer has access to a toll free number to speak to an accredited travel agent known as TRS (Travel reservation specialist) working from home or inside one of Rovia two offices supporting related travel service. All bookings conducted via the website, on-line chat, email request or phone calls are tracked via a unique ID number assigned to the LTC for purpose of tracking all bookings and paying a portion of the commissions that are generated from all commissionable travel.

Rovia website offers every travel agent password protected back office access for managing their travel business and travel industry training. Rovia back office includes but not limited to: commission report, customer travel details, preferred customer list, website customization capabilities, traffic reports, trend reports, specialized training and news.

Testimonials



Susan Eirich, BTA/TRS

Susan brings to Rovia over 25 years experience in the travel industry working for companies such as the Walt Disney World Travel Company. Her experience includes Travel Industry Sales and Marketing and Travel Agent duties. Susan graduated from the College of Disney Knowledge program while taking other industry related courses.

"I'm impressed as to the professionalism of training and support that Rovia offers compared to any other host and traditional travel agency. The training courses offered by Rovia are very educational and even after 25 years in the industry was able to get so much out of the BTA and TRS courses. I feel Rovia is the future for the home based travel agent and I look forward to offer support as a Disney specialist. Thank you for the exceptional opportunity!"



Lori Estok, BTA/TRS

Lori has been in the travel industry for over 25 years with most of her experience working with the Walt Disney World Travel Company. Lori has been a front line Disney Vacation reservation specialist conducting thousands of bookings over the years. Lori is going to offer Rovia support as a TRS related to Disney vacation request and other standard vacation planning.

"Thank you Rovia! This is an incredible opportunity for me to have an un-caped earning potential working from home. I took the BTA and TRS courses and could not believe how comprehensive the curriculum was based on my own experience. Rovia is the "hybrid" option for me and I know of no other "host" agency that can offer all the technology, education and real passion for selling and booking travel. I am excited to partner with Rovia! "



Margie Biggs, BTA/TRS

Margie brings to Rovia over 15 years experience in the travel industry working for companies such as the Walt Disney World Travel Company and Disney Cruise Line. Her experience also includes booking reservations for Disney Magical Express, Disney Cruise Line, Disney's Fairytale Weddings and Group Department. She is also a graduate of the College of Disney Knowledge program. Margie is going to offer Rovia support as a TRS related to Disney vacation request and other standard vacation planning.

"Rovia's professionalism in training and support far surpasses what is offered by other host and traditional travel agency. The training courses offered by Rovia are very educational. I have acquired so much out of the BTA and TRS courses. I am proud to offer support as a Disney specialist to Rovia, which is the future for home based travel agents. Thank you for the exceptional opportunity!"



Ryan Lane, BTA

I have been self-employed since I was 18 years old; I quickly realized that I was psychologically unemployable. I started out in the telecommunications industry and shortly after started a chain of cell phone stores. I then moved into health care benefits and eventually pursued a personal passion in Hi-tech homes where I owned and operated a custom home automation company in Charleston, SC.

"One day a friend of mine called and asked me if I would be interested to learn how to make money in the travel industry. I took a look at Rovia LTC system and was very interested to get started with a home based travel business and joined Rovia. I have taken the BTA courses with Rovia and look forward to making money and increasing my knowledge in the travel industry."