

# TTI Autumn Conference



**See Your  
Travel Agent**

Geoff Monk



# Quote from conference brochure

Consumer expectations have been raised.....  
they expect a comprehensive experience.....  
text, photos and videos..... reviews.....the widest  
range of product and, if all this can be **delivered as a  
personalised experience**, so much the better.

May 2011: Skype bought for  
\$8.5 billion by Microsoft.



July 2011 - Up to 30 million users at peak times  
Skype CEO Tony Bates said that Skype users are averaging  
300 million minutes per month of video calling.  
Bates says that 50% of Skype's traffic is video calling.  
Up from 40% last December



# Quote

"A live video conversation is not just a voice call with pictures.

It's not just a milestone in the evolution of the Internet. It's an entirely different way of communicating".

Former Skype CEO Josh Silverman (Oct 10)

By 2013 every new TV will be connected to the Internet. With a camera added, Skype and other HD video web chat services will be available. Wifi TVs are available now.





SIGN IN  SIGN UP 

# See Your Travel Agent

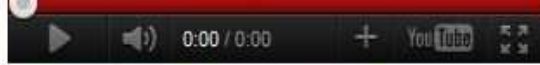
Skype video calling to travel agents

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Prepare for take off on your next vacation. See Your Travel Agent

## Video Call a Travel Agent Expert Using Skype



online consultants  
ALL FREE TO CALL ON 



# See Your Travel Agent

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## Get Started

SEARCH

Submit

Find an expert  
travel agent

by Destination



An agent who is very knowledgeable about a region such USA, Far East, Australia etc..

Find an expert  
travel agent

by Trip Type



Wedding adventure holidays coach touring city break skiing etc..

By Destination

By Trip Type

SELECT A TRIP TYPE BELOW

NAME	NAME
Adventure Travel	All inclusive holidays
Beach Holidays - Europe	Beach Holidays - Far Away
City Breaks	Coach Tours - Europe
Coach Tours - Worldwide	Cruise - Ocean
Cruise - River	Ecotourism
Escorted Tours	Exotic Beach Holidays
Family Holiday	Golf Holidays
Long Stay	Luxury Holidays
Round The World Trip	Safari and Wildlife
Skiing	Snowboarding
Sporting Breaks	Tailor Made Holidays
Weddings and Honeymoons	Worldwide



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Wedding advent holidays coach touring city break skiing etc..

These agents specialise in your chosen destination or type of trip - click their photo to view their full profile and contact details

Name	Agency	Location	Years	Current Special
 Tony Robinson	CruisingCoast2Coast	CruisingCoast2Coast The Bothy Albury Park Albury Guildford Surrey GU5 9BH 01483 279889	5-10 Years	
 Dawn Jones	We Travel2U	Aranway House Dyserth Road Rhyl LL18 4ds 01745 354 721	5-10 Years	
 Stephen Cartwright F.Inst.TT	Cartwright Travel	97, Heol Llanishen Fach, Rhiwbina, Cardiff, CF14 6LB. 029 2061 9961	21+ Years	



**Geoff Monk**

**Company :** Global Coach Tours

**Location :** 8 Swaines Meadow

**Wirksworth DE4 4EW**

**Years in Operation :** 11-15 Years



[View Contact Details](#)



**Geoff Monk**

Our specialty is escorted tours of multiple European countries and in-depth regional touring of Italy, France, Spain, UK, Ireland, Scandinavia and many more. View a huge selection of tours of the UK, Europe, USA, Canada and World Wide, First Class Europe and Britain tours, Bu...

[Read More...](#)



### Memberships, Accreditations and Specialities

#### Trip Type

- ▶ Coach Tours - Europe
- ▶ Coach Tours - Worldwide
- ▶ Escorted Tours

#### Specialities

- ▶ Leisure Travel

#### Certifications

- ▶ BEST escorted tours expert

#### Languages Spoken

- ▶ English
- ▶ French

#### Destinations

- ▶ United Kingdom
- ▶ United States of America
- ▶ Italy
- ▶ Ireland
- ▶ United Kingdom > Scotland

#### Accreditations

- ▶ TGTG - Global Travel Group Member

### Customer Feedback

Posted On: 2011-09-14

I would like to thank you for all the assistance that was readily given regarding our recent trip to the UK and Europe. We had a wonderful and memorable time, everything went off as planned without a hitch and this was all due to your very competent and professional help. We look forward to other trips, and as soon as we decide we will certainly be contacting you. - Vernon & Dolores M. - Trinidad European Accent - June 2011

# Agents wants and needs....

- Quality leads with good conversion rate
- Low cost, low risk lead generation
- Gain a commercial advantage
- Homeworkers might enjoy their work..
- Call centres should get Skype video

Case study -  
[www.GlobalCoachTours.com](http://www.GlobalCoachTours.com)  
Customers via Skype Aug 2011

Ms Caprio £3800.00

Mr Chapman £1398.00

Ms Sujeera £1560.00

Mr Kian £5448.00

Total **£12,200** bookings in one month



# Why SYTA?

Some prefer DIY approach of the OTA and will have a perfectly fine holiday, but there's only so much you can do yourself

Tapping into the experience of an agent who specialises in destination or type of trip can make an EXCELLENT holiday

# Time saving convenience

Geography is no barrier provided you have a good fast internet connection

Agent can involve a whole family in the holiday choice, not just 1-1 on the phone

Instead of trawling lots of travel sites, this one site will have a panel of expert agents

# Fulfilling Customer Needs

- SYTA bridges the gap between visiting the travel agent and phoning them
- Face to face builds TRUST - all UK agents will need to prove client protection
- SYTA handles tailor made



# Strengths and Advantages

- Not just SEEing your travel agent
- Screen sharing
- Travel web sites have no soul
- The agent retains control of the sale

# Cost Advantages

- Being a start up SYTA is free to begin with
- Post launch decision on ppc or subs model
- It's free for the public to use – no call cost
- Improved conversion rates

# Current Challenge

Many agents think it's a great idea, but not many signed up yet.

I'm busy running my own agency

Announced in mid-summer when agencies are busy anyway

There's a lot of information out there



# Launch phase

- We are recruiting specialist UK agents
- Agents signing up now will get it FREE for 6 months
- We'll assist agents to ensure they include video clips and photos for best SEO

# Launch Phase cont..

There will be a press release shortly for public launch

Attending events such as these to raise awareness. WTM?

YouTube, Facebook & Twitter pages, SEO

# Long-term Goals

- C2B video chat more popular
- Generate income through PPC or subs
- SYTA in as many countries as possible
- Google +, Facebook, other video chat
- 3D video chat is in development
- Agent 'TV channel' – home studios



# The future

- Looking for a partner to add value and bring expertise in social media marketing
- There are much bigger markets which I believe will have a faster take up than the UK.
- Apps for iPad, iPhone, Android etc
- I'll take questions now