

Tapping the Luxury Market

AH Veteran travel advisors offer five actionable tips to help you boost your luxury sales.

AGENTatHOME | TRAVEL AGENT | JOE PIKE



PHOTO: Travel Agent on the phone. (photo via jacoblund/iStock/Getty Images Plus)

AGENTatHOME chatted with some of the best agent experts in the business to discuss their top tips on selling luxury travel. Here's what they had to say.

Listen

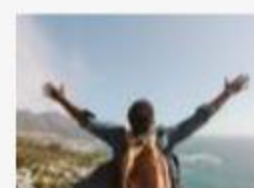
"When people are spending a pretty penny to travel, they want to be heard and they want what they want," said Amanda Bisack of Travelista Travels, an affiliate of the Tzell Travel Group. "I always suggest sitting down with a client or arranging a phone call so you can get a full picture of what they expect for their trip."

Details include [determining the types](#) of accommodations clients liked in the past. "It's important to know what type of amenities they are used to receiving, how many restaurants they are hoping for at their hotel, and do they want a resort in a busy location or do they prefer calm," she said.

YOU MAY ALSO LIKE



25 Great Places to Visit in October



Bowman's Travel Brief: Why Do You Travel?
ERIC BOWMAN



An Amazing Journey
TRAVEL AGENT



Adventures by Disney Providing Major Discounts for...
TRAVEL AGENT



Navigating Disruption in the Travel Industry
FEATURES & ADVICE

Be Patient

Selling the luxury segment requires a lot of patience, said Emily Bertsch of Bethlehem, Pa.-based VIP Vacations. "Because these trips tend to be more than just a weeklong stay at an all-inclusive somewhere, you need to make sure you have enough time to dedicate to these clients."

She advised travel agents to be ready "to spend a lot of time preparing [client] quotes, which require close attention to intricate details," and "make sure you will be able to drop what you are doing to answer the phone any time they call."

Focus on the Experience

While talking about accommodations' features and amenities is always important, Jennifer Carr of The Tropical Travelers in Malvern, Pa., places more emphasis on a vacation's activities. "I focus on the clients' experience at the destination and not so much on the hotel package," she said. "By asking them what's on their wishlist as far as excursions or bucket list items go, I show them that they can accomplish all of these things that will make their vacation a more memorable experience."

Know What You're Selling

[Knowing your product](#) goes far behind destination knowledge, according to Bailie White of BE The Travel, based in Lansing, Mich. "Meeting with the people who work on-property every day is part of knowing your product," she said, adding that a connection with a general manager or concierge can result in personalized welcomes for your clients, which is sometimes "worth more than any extra amenity you can offer."

Sell What's Hot

Hot luxury destinations recommended by Bisack include Santorini, Greece; Italy's Amalfi Coast; Nevis; and Anguilla.

Carr noted that Costa Rica is becoming a bucket-list destination for many and that the Maldives are becoming increasingly popular.

For honeymooners, Bertsch recommended Greece and Tahiti. For couples celebrating milestones, she suggested Thailand.

Bisack recommended Casa Angelina, Praiano, Italy; Kapari Natural Resort, Santorini, Greece; the Four Seasons Resort Nevis; Belmond Cap Juluca, Anguilla; Hotel Ranga, Iceland; Abaton Island Resort & Spa, Crete, Greece; and Palm Island Resort & Spa, St. Vincent and the Grenadines.

For couples, Bertsch recommended Hermitage Bay in Antigua and overwater bungalows at El Dorado Maroma on Mexico's Riviera Maya.

Follow TravelPulse



For more [TRAVEL AGENT NEWS](#)

COMMENTS

You may use your Facebook account to add a comment, subject to Facebook's [Terms of Service](#) and [Privacy Policy](#). Your Facebook information, including your name, photo & any other personal data you make public on Facebook will appear with your comment, and may be used on TravelPulse.com. [Click here](#) to learn more.

LOAD FACEBOOK COMMENTS

TravelPulse.com
[NEWS](#) | [MAGAZINES](#) | [OFFERS](#) | [VIDEO](#) | [OPINIONS](#) | [BLOGS](#) | [TRENDING](#) | [SUPPLIERS](#) | [DESTINATIONS](#)

Categories

[DESTINATION & TOURISM](#) | [IMPACTING TRAVEL](#) | [CRUISE LINE & CRUISE SHIP](#) | [AIRLINES & AIRPORTS](#) | [HOTEL & RESORT](#) | [FEATURES & ADVICE](#) | [ENTERTAINMENT](#) | [TOUR OPERATOR](#) | [CAR RENTAL & RAIL](#) | [VACATION PACKAGES](#) | [TRAVEL TECHNOLOGY](#) | [TRAVEL AGENT](#) | [HOST AGENCY & CONSORTIA](#) | [BUSINESS TRAVEL](#) | [PEOPLE](#) | [LGBTQ](#) | [MORE](#)

travAlliancemia™

[TRAVEL TRIBE](#) | [DIGITAL EVENTS & SEMINARS](#) | [TRAVELPULSE](#) | [TRAVELPULSE CANADA](#) | [HOTEL REWARDS](#) | [TRAVEL AGENT ACADEMY](#) | [AGENT STUDIO](#) | [TRAVALLIANCEMEDIA](#)

Connect

[FACEBOOK](#) | [TWITTER](#) | [LINKEDIN](#) | [YOUTUBE](#) | [RSS FEED](#) | [SUBSCRIBE AGENTATHOME](#) | [SUBSCRIBE VACATION AGENT](#)

About

[WRITE FOR US](#) | [ADVERTISE](#) | [TERMS OF USE](#) | [PRIVACY POLICY](#) | [COPYRIGHT](#) | [CONTACT US](#)