

Avoya Announces Tech-Driven Developments at Annual Conference

HOST AGENCY & CONSORTIA | AVOYA TRAVEL | JANEEN CHRISTOFF | MAY 19, 2016



PHOTO: The 2016 Avoya Travel Conference took place at Club Med Sandpiper. (Photo courtesy Avoya Travel)

Avoya Travel made several announcements about its tech-driven network at its 2016 annual conference, which took place at the Club Med Sandpiper Bay resort in Port St. Lucie, Fla., from May 2-6. The event attracted more than 450 attendees, industry leaders, media and top executives who came together to celebrate the network's highest earning year to date.

"The 2016 Avoya Travel Conference was a major success thanks to our Avoya team, suppliers, industry partners, media friends and of course, the vast Avoya Network of dedicated and successful Independent Agencies," said Jeff Anderson, executive vice president of Avoya Travel. "Our goal this year was not only to connect, educate and inspire attendees but to show our steadfast commitment to ensuring the success of Independent Agencies in the Avoya Travel Network and their businesses, which will always remain our utmost priority in everything we do under our over-arching philosophy of integrity and professionalism. We are extremely pleased with the positive reaction to the conference news announcements and the eagerness of the



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Independent Agencies in the Avoya Network to grow, learn and prosper with us in our Shared Success model.”

Avoya’s executives took to the stage to discuss their commitment to keeping the network ahead of the competition and to announce several new innovative developments.

One of the key announcements was its partnership with the Priceline Partner Network. Independent Agencies in the Avoya Network will be able to offer their customers air, car and hotel options as part of their services, and these Avoya branded bookings will be integrated and powered by Avoya’s Agent Power agent operating system.

The network also unveiled a new marketing platform called AMP (Agency Marketing Platform) that is currently in beta form but, by Q3 of this year, will provide Independent Agencies with robust marketing capabilities, including personalized email and social media tools, as well as drive incremental bookings and revenue with customers they already have.

Avoya also announced its plans for furthering its consumer brand platform, Beyond the Web, which finds innovative and engaging ways of reaching consumers and introducing them to better ways of planning and booking vacations.

The network said that the next chapter for Beyond the Web will expand Avoya’s presence even further through a variety of exciting new strategic initiatives, including one-to-one marketing, digital advertising, original content, social media and industry co-operative partnerships.

Finally, Avoya announced new enhancements for its Agent Power operating system, unveiling Agent Power 6 that includes a sleeker design and a faster, more responsive user experience.

While celebrating 2015’s record success, the network also noted that repeat business for 2016 is already ahead, with an increase of 19 percent in the first quarter.

