



Travel Pulse
February 25, 2015
By: Claudette Covey
Impressions: 110,000

Travvy Awards Winners Spotlight: Avoya Travel

CLAUDETTE COVEY | FEBRUARY 25, 2015



2015
TRAVVY AWARD
— WINNER —
Avoya Travel

In an age where independent contractors have more host agencies to choose from than ever before, it has become increasingly more difficult to determine the discerning differences among those companies, said Scott Koepf, senior vice president of Avoya Travel.

In Koepf's view, Avoya's main distinguishing characteristic is abundantly clear. What sets Avoya apart from its competitors is that it addresses what Koepf believes is the No. 1 issue challenge facing agents today: marketing.

Avoya's solution to agents' marketing challenges can be found in its signature program, Live Leads, which finds and develops leads that connect prospects to the company's independent contractors. "So instead of agents having to learn how to do marketing, create their own lists and spend a tremendous amount of money in building up a new client base, we do all that for them so they can focus on what they do best – and that's selling," said Koepf.

The Live Leads program is supported by Agent Power, Avoya's proprietary technology system, which also serves as a CRM and booking system. "It also takes care of all of the agents' accounting, tracking and back-office operations," Koepf said.

In addition, Avoya has also built a unique team of 150 staff, none whom sell travel, but support Avoya's network of independent contractors on a 24/7 basis.

And, through what Avoya calls its Shared Success model, Koepf said the company creates substantive relationships between customers, agents and its supplier partners. "We are not successful unless our independent agents are," he said. "We are very focused on helping Avoya agents reach their individual business goals – and we do so with a very positive family approach."





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On that note, Avoya can trace its roots back 51 years, when Pal and Pat Anderson acquired a travel wholesaler that specialized in selling groups to Hawaii. A decade later, the Andersons relocated from Hawaii to California, launching several brick-and-mortar agencies, which eventually included 10 locations in San Diego.

In the early 2000s, the business was transitioned into America's Vacation Center, a host agency with several hundred independent affiliate agents selling travel.

Five years ago, the company's name was changed from America's Vacation Center to Avoya Travel, a name the Andersons felt would resonate on a more global basis.

Avoya is currently run by Pal and Pat's sons, Brad and Van, who serve as co-presidents.

Now, a third generation of Andersons plays an active role in the business. Brad Anderson's children, including Jeff, Mike and Bethany Anderson, now hold senior-level posts at Avoya.

