



Valle de la Luna in San Pedro de Atacama is one stop on the Women's Travel Group Tour to Chile.



Italy's Amalfi Coast

## Partnering Up

SITA focuses on agent relationships in 2015

SITA WORLD TOURS HAS A SUNNY OUTLOOK for 2015, due largely to its relationship with travel agents. Looking forward to next year, the company — which typically focuses on exotic destinations — aims to implement strategies to keep its relationship with the travel agent community going strong.

To do so, the tour operator is in the process of launching an updated Web-based booking engine, where agents will be able to book any tour up to 30 days prior to departure and receive instant confirmation.

“This will cut down agents’ time on the phone and also facilitate any booking during non-office hours,”

priced specials to the agent community,” he said.

Agents working with SITA can enroll in its Agent Services Program, which provides password-protected access to country profiles in more than 80 international destinations. The program also provides access to informational videos and PowerPoint slides from SITA experts. Destination education and updates in the form of both seminars and webinars are slated for 2015 as well.

To encourage bookings, SITA will continue to offer booking incentives. In celebration of the company’s 81st anniversary, every SITA Web-registered

In response to the growing demand for those experiences, SITA has launched a new Europe product line, with itineraries that will take travelers to the U.K., Ireland, France, Spain and Greece, with select tours in Italy, Germany, Switzerland, Croatia and Turkey.

“These tours offer a leisurely pace on scenic roads rather than freeways, allowing travelers a close encounter with the destination’s uniqueness,” said Mahil.

Accommodations on these itineraries feature smaller hotels rather than international chain properties and dining in local, traditional establishments.

A strong market for SITA continues to be single/

**This year, travelers are seeking out the best deals and relying more on the time frame of special tour promotions when making their plans.**

said Roger Mahil, chairman and CEO for SITA. “SITA understands that in the competitive landscape of travel, as well as traveler preferences, it is vital that we are able to provide a quick turnaround.”

Based on recent booking patterns, SITA predicts that shorter lead times will become the norm for global travel in 2015. Travelers are seeking out the best deals and relying more on the time frame of special tour promotions when making their plans, according to Mahil.

“SITA’s strong product team aims to continually work in offering last-minute deals and competitively

agent who makes an eligible booking will receive an \$81 American Express gift card.

In addition to agent initiatives, the company has launched its 2015 brochures, which showcase its Luxury, Deluxe and First Class tours.

“We continue to highlight our destinations with well-designed and attractive itineraries, including Africa, Asia with India, South and Central America and Oceania,” said Mahil. “We are seeing more of our previous customers coming back to us and inquiring about Europe travel.”

solo travel; the company has seen bookings in this sector increase by 64 percent over the last four years. To open up opportunities for solo female travelers, SITA offers Women’s Travel Group (WTG) tours, which are becoming one of the operator’s most popular product lines. Already on schedule for 2015 are WTG trips to Chile, Southeast Asia and southern Africa. Cultural tours in Italy, river cruises in Europe and outdoor adventures in Ecuador and the Galapagos are among other WTG offerings. ■

THE DETAILS: SITA World Tours ([www.sitatours.com](http://www.sitatours.com))



# THE GATEWAY TO EXOTIC DESTINATIONS WORLDWIDE FOR OVER 82 YEARS

## THE SITA ADVANTAGE

In celebration of our **82nd anniversary**, all SITA web-registered agents will earn an **\$81 appreciation bonus** (in the form of a customized SITA/ American Express Gift card) on every booking made from now through Mar 31, 2015!



- Destinations & products include **Africa & the Middle East, Asia, India, Central & South America, Europe, and Australia & New Zealand**
- Member of ASTA TOP and USTOA, including \$1M in consumer protection coverage
- Renowned for our highly experienced travel specialists
- Conveniently available via phone 6 am - 6 pm PST Mon - Fri or online, and open on Saturdays from 8 am - 4:30 pm PST
- Offering Scheduled, Join-in and Independent Programs
- Scheduled brochure departures are guaranteed to operate with a minimum of two passengers
- **Customize:** SITA specializes in tailor-made itineraries to suit your client's travel plans and special interests at any budget
- **Tailored Group Programs:** SITA can facilitate special arrangements in-destination as well as assist in creating advertising material and host information sessions to assist in the promotion of the tour
- Competitive rates and value added features in every SITA program
- National Geographic named SITA one of five top tour operators to China
- Named Top Tour Operator to India from The Americas by Ministry of Tourism, India: 1996/97, 2004/05 and 2008/09
- Multiple year WAVE Award Editors Pick for **Best Tour Operator to Asia and Africa**

## SIGNATURE TOURS FOR 2015

### CHINA DISCOVERY

10 DAYS FROM \$1,590 P.P. SHARING

Ancient glory meets the dynamism of modern China in this exciting Beijing to Shanghai itinerary. Features historical highlights including the Great Wall, the Terra Cotta Warriors and the entrancing Suzhou.

### SPLENDORS OF INDIA & NEPAL

14 DAYS FROM \$3,440 P.P. SHARING

As an insight to the cultural and historical diversity of India, combining the tranquility of Nepal, the vibrancy of the Gangentic plains and the colors of Rajasthan, this journey allows the visitor to see and experience the glorious and mystical India.

### AFFORDABLE BRAZIL

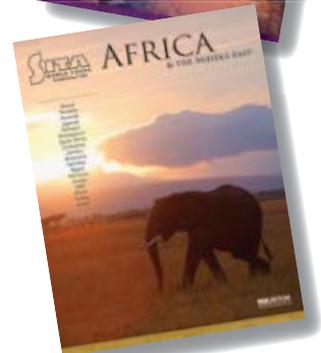
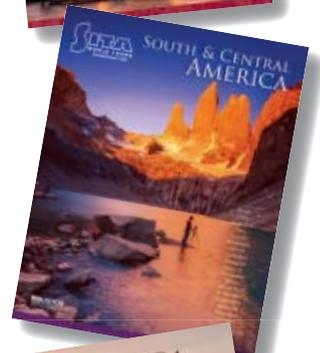
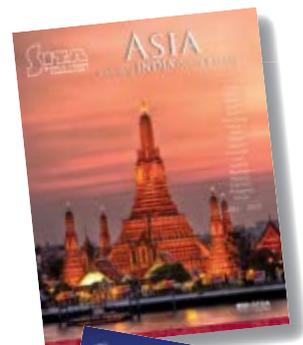
7 DAYS FROM \$ 2,125 P.P. SHARING

This hot, happening, dynamic country has something for every one who loves travel. From the beaches of Rio de Janeiro to the magnificent spectacle of Iguassu Falls, Brazil is a wonderland of adventure and fun. Guests have the option of extending their visit to Santa Catarina and/or Bahia.

### ISRAEL EXPLORER

7 DAYS FROM \$1,740 P.P. SHARING

The Bible comes to life in this 7-day exploration of how ancient history lives with modern determination. From the sophisticated beaches of Tel Aviv to the Sea of Galilee, you'll find a vibrant culture that literally sprang from the desert.



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