



DearChris,

Today I am reaching out to remind you, once again, how important you are - both professionally and personally - not only to me, but to Jacki, Robin, all of our staff as well as the clients you serve.

During my 30 plus years in this amazing travel industry, I have experienced innumerable highs as well as a number of lows. I know from experience that this is not the time to panic and that all of us together, you, Your Travel Center/Montecito Village Travel and our amazing travel partners, will not only weather this challenging situation with COVID-19, but will come together in a way that will define and strengthen our future.

By remaining positive for your customers, staying tuned to the very fast and fluid flow of ever-changing information from numerous sources (Virtuoso, ASTA, WHO, CDC, State Department warnings etc.) and by offering expert, honest advice to your customers, you will emerge from this with stronger relationships than ever before. When the situation eases, and it will, there will be an insatiable pent up demand to travel again.

We will continue to :

- Provide [resources](#) to help you remain the trusted advisor your clients have come to rely upon.
- Work with our suppliers to keep abreast of policy changes designed to help retain your sales.
- Share best practices and assistance as needed.

To aid you, we have collected a wealth of reliable information relevant to COVID-19 and placed it on 360. These resources are updated continuously, and we encourage you to check in daily for the latest information.

We also invite you to join our town hall meeting on **Friday, March 13 at 1 pm PST** when we will answer any questions and concerns that you may have, and learn what others are doing to allay their travelers' fears.

Please register [here](#).

As always, please reach out to us with any questions or concerns you may have.



Respectfully,

Colin Weatherhead
President | Your Travel Center, Inc.



Dear Global Traveler,

As you are well aware, the circumstances impacting the travel industry today are unprecedented, fluid and are causing supplier and government policies to change by the hour. It is due to the speed of these changes that we chose to cancel the townhall meeting originally scheduled for today and we believe it will be the end of May before we fully comprehend the ramifications of COVID-19 and the best ways to proceed.

In the meantime, we want you to know that we are assessing the situation on a daily basis and taking measures to protect the well-being of you and our company. Our partnerships with you, Virtuoso and our suppliers are critical. We firmly believe that by working together, now and after the situation eases, we will be in a better position to rebound stronger than ever before.

We feel Virtuoso's guidance and information is critical to the challenge we are all facing. We also know that it's important for you continue to receive Virtuoso updates and to have access to Virtuoso marketing materials and benefits. Although marketing is probably not on anyone's mind right now, remaining in front of your clients is crucial to your future success. To assist you financially, we are eliminating your current monthly Virtuoso fee (either Level I-\$10, II-\$25 or III-\$40) for the next five months (through July paid August) and to further support you, we will pay the full registration fee for each advisor attending Virtuoso Travel Week in August.

Please do not hesitate to reach out with any questions and concerns you may have; we are all in this together and we will do whatever we can to assist you during this unprecedented situation. Remember, too, that 360 is updated daily with supplier information, talking points and the latest news you need to work through this current unique situation.

Thank you for working diligently to care for your clients. We truly appreciate you and all your efforts during this challenging time.



Respectfully,

Colin Weatherhead
President | Your Travel Center, Inc.



Wonderful News!

This afternoon ASTA provided a breakdown of how the CARES act, now enacted by congress and signed by the President, impacts the travel industry. There are two provisions that we feel are of particular value to you -

Unemployment Benefits for the Self-Employed and the Small Business Interruption Loans/Paycheck Protection Program.

We expect that more details will become available early next week, but this is our understanding of these provisions as of today:

Unemployment Benefits for the Self-Employed – Heretofore unemployment benefits have **never** been available to independent contractors. The CARES Act, however, will provide up to 39 weeks of unemployment insurance benefits. Unemployment procedures/applications are specific to your state. For more information and to apply, please contact your state's unemployment office.

Additionally, we also understand that a federal unemployment program, separate to the state program, will provide **an additional benefit of \$600 per week for up to a 4-month period.**

Small Business Interruption Loans/Paycheck Protection Program.

– It is our understanding that independent contractors operating a licensed business may apply for SBA loans up to \$10 million.

Additionally, we understand that there are no collateral or personal guaranty requirements and that the portion of these loans covering payroll, mortgage, rent and utility expenses from February 15 to June 30 **may** be eligible for forgiveness in whole or in part.

2020 will be undoubtedly a tough year, but the unprecedented actions put in place today by our government will go far in helping to create a speedier economic recovery and I firmly believe that the travel industry will come back stronger than ever, especially aided by the CARES act provisions.

As more information becomes available, we will share it with you. In the meantime, asta.org/covid19 is a terrific resource and we encourage you to review today's conference call by [clicking here](#).

One final word. We know this is a time of uncertainty, please reach out to us with any questions you may have. We are here for you.

Colin, Jacki, Robin and the YTC/MVT team



Respectfully,

Colin Weatherhead
President | Your Travel Center, Inc.



Dear World Traveler,

Although our days are filled with re-accommodating clients, adjusting budgets and tightening belts, I'd like to remind you that we are also one week closer to a return to normalcy.

2020 will undoubtedly be a very challenging year for all of us and I thought it important to share with you a little about YTC/MVT's financial stability. Thanks to you, we have had record growth during the past three years and although we have had to make some extremely difficult decisions regarding personnel and expenditures, we want to assure you that we have done so to be financially sound and to better serve you in the future.

We have also made a decision that should alleviate some of your concerns. As you know, we normally review your revenue at year-end and adjust your revenue share accordingly for the subsequent year.

For 2021, your revenue share will remain the same as for 2020. We will continue to monitor all independent contractor's revenues quarterly. And as before, if your commissions qualify you for the next revenue share level, your share will be adjusted **upward**. Please contact Robin Sanchez should you have any questions, robin@ytc.com.

In the coming weeks our team will be sharing ideas, suggestions and best practices with you in our Rapid Friday Recap. Be sure to register for these sessions and as always, feel free to reach out with any questions you may have. We are here for you.



Respectfully,

Colin Weatherhead
President | Your Travel Center, Inc.



Greetings World Traveler,

Today's events are putting us in the unique position of having time to prepare for the resurgence in travel that awaits us. Now is the time to write business and marketing plans, to learn about destinations and travel styles that interest you, to obtain industry certifications and/or destination specialist certifications. Whatever was on your "to do" list, can and should be moved to your "done" list.

I'd also like to share with you two opportunities that will help you achieve your goals, but you need to respond by April 30th. Both the American Society of Travel Advisors (ASTA) and The Travel Institute have special offers – discounted membership, FREE classes, and more to help you become a better advisor. Click the links below for additional information on these two great organizations and their special offers.

- [Learn more about ASTA & their VTA program](#)
- [Learn more about The Travel Institute](#)

The Travel Institute will offer 50% Scholarships on the 3 Certification courses if we have a minimum of 10 people interested to enroll by end of April. Please reach out to [Connie Miller](#) if you are interested in enrolling.

Finally, as we move forward, marketing is more important than ever. It is not "selling" but messaging that lets clients know that we are here for them when they are ready. This upcoming Friday Rapid Recap will focus on how to market during these times. **We need to hear from you** about what you are doing to stay connected with your clients and the messaging that is resonating with them. Please help us by taking two minutes to complete the following survey.

- [Complete the survey](#)

Thank you and take care.

Colin, Jacki, Robin and the Montecito Village Travel Team



Respectfully,

Colin Weatherhead
President | Your Travel Center, Inc.



Greetings World Traveler,

It appears that parts of the United States are announcing their plans for a "soft" re-opening in May, with parks, hair salons and some restaurants resuming operation. Although the road is long, these first steps are the path to a return to travel. Recent polls indicate that there will be a return to travel sooner than what was indicated in polls taken a month ago.

- [Read More Here](#)

In other good news, congress' decision last week to provide an additional \$310 billion in funding for Paycheck Protection Program (PPP) loans and an additional \$60 billion for Economic Injury Disaster Loans (EIDL) will undoubtedly benefit many in our industry.

While the government authorized unemployment benefits and loan opportunities for independent contractors, the speed in which the decision was made has led to difficulties in its execution. Additionally, the sheer numbers of applicants have overloaded the systems in place for processing claims. We have heard that while some of you are receiving unemployment benefits, other advisors (within the same state) are still waiting or have been denied.

We would greatly appreciate it if you would take a few moments of your time to complete the following short survey to help us better understand where you are in the process of taking advantage of these government programs so that we can share what is happening in your state with our advisors and with ASTA.

- [Complete the Survey](#)

ASTA (who was instrumental in getting congress to authorize the CARES act and to include independent contractors) is now working diligently to sort out application issues. For those of you who have not filed for unemployment compensation, the following link will provide you with your state's unemployment office, which is your first point of contact.

For a link to your state's unemployment office, please [click here](#).

You may access our survey [here](#). Your personal information will, as always, be strictly confidential and only aggregate data will be shared.

Thank you and remember that we will all get through this together, one step at a time, and by communicating with one another. I urge you to stay in communication by participating in our Panel discussions, our Rapid Friday Recaps and our Zoom, Zoom Happy Hours.

Please do not hesitate to reach out to us with any questions or concerns.

Colin, Jacki, Robin and the support team of Montecito Village Travel.



Respectfully,

Colin Weatherhead
President | Your Travel Center, Inc.



Greetings World Traveler,

This weekend I delved deeper into details of our recent survey and while there are too many stories to share, I wanted to share with you the three consistent themes that stood out to me and to let you know how impressed I am with your compassion and professionalism.

- **Your Humility** - Many of you said that you hadn't done anything special, other than your job. Just doing your "job," however, meant countless hours on the phone with suppliers and harried clients. It meant re-accommodating, rebooking or cancelling your client's trips, saving them literally thousands of dollars. It meant calming your client's fears when you may have had your own concerns about the best course of action for your travelers.
- **Your Dedication** - It was "all hands on deck" as you spent countless hours navigating your clients safe return, booking the last available flights and securing last minute accommodations, working with suppliers to obtain refunds when originally denied and finding alternate solutions. It was staying in communication when ports of call were closed and cruises re-routed, and it was extended beyond your own clients' needs as you assisted the family and friends of clients who had not booked with you.
- **Your Connections** - There were countless heart-warming testimonies of how working with YTC/MVT, our suppliers and other advisors kept you informed, grounded and motivated. The other vital connection was your clients and their gratitude to you.

As we move forward, all of us at Montecito Village Travel want you to know that we are proud to be associated with you and we will be here to support you.

Colin, Jacki, Robin and the Montecito Village Travel Team



Calendar

Respectfully,

Colin Weatherhead
President | Your Travel Center, Inc.



Good Day World Traveler,

Thank you for taking time to participate in our survey last week and for sharing your unemployment compensation, PPP and EIDL loan status. As promised, we will submit this information to ASTA for assistance in rectifying some of the inconsistencies you have shared. If you have not responded to our survey, we invite you to do so today as we are still analyzing the data.

- [Take the Survey](#)

One item that was readily apparent after reviewing the survey results was that IC's whose businesses were structured either as an LLC with an S corp election or an S corp were quickly approved for unemployment benefits (*plus the \$600 per week additional federal funding authorized for 4 months*) and generally received benefits within a couple of weeks. The majority of our advisors without this type of business status experienced significant delays and many have not received a response.

We have long endorsed and encouraged independent contractors to formally structure their business either as an LLC, S corp or possibly a C corp to protect their personal assets. This is one further example of the benefits of a formal business structure. The cost is minimal and the protection is worth the time and effort involved. A straightforward outline of the differences of each structure can be found [here](#). The specific structure you choose, however, is dependent upon your needs and should certainly involve a conversation with your tax attorney or accountant.

Finally, coming up this week are **two special events you won't want to miss**. Thursday's **Ocean Cruise Forum** is your opportunity to hear panelists from Celebrity, Crystal, Oceania, Princess, Regent and Silversea [answer your questions](#) about today's business climate. [Register here](#) And on Friday, we are hosting another **Zoom, Zoom Happy Hour... with a twist**. Be sure to look for details in the upcoming registration.

Please feel free to reach out to any of us at any time. We are here to assist and support you.

Colin, Jacki, Robin and the Montecito Village Travel Team



Respectfully,

Colin Weatherhead
President | Your Travel Center, Inc.



Good Day World Traveler,

Last week we brought industry leaders from Oceania, Celebrity, Princess, Silversea, Regent, Crystal and Virtuoso together for an informative and frank discussion of the issues facing the cruise industry today. The Ocean Cruise Panel was so well received that for the first time in our history the number of registrants exceeded our maximum which caused many of you to miss out on this valuable session. The recorded session, however, is available on 360 or by clicking [here](#) and we highly recommend viewing it.

Many of you have shared with us that you are using this time to tweak and fine-tune all aspects of your business. Service fees are a key component to any successful business and if implementing service fees or restructuring an existing fee structure is on your agenda, you will want to [register](#) for this week's Rapid Friday Recap. Friday, we will explore the benefits and methods of charging fees and share the different fee structures used by your peers. If you haven't already taken the survey please do so by clicking [here](#).

Lastly, a BIG thank you to those of you who participated on Friday's Zoom Happy Hour. Between the geography quiz and the fun millinery, it was a great way to connect with everyone! Congratulations (and a United airline ticket) go to Mary Kramer for winning the Best Hat competition with her fine Kentucky Derby chapeau! Please be on the lookout for our next Zoom Happy Hour; you won't want to miss it.



Until next week; take care and be safe.

Colin, Jacki, Robin and the Montecito Village Travel Team



Respectfully,

Colin Weatherhead
President | Your Travel Center, Inc.



Greetings World Traveler,

If we had been told last year that we would be staying in one place (home), not traveling, dining out, shopping or getting our hair cut for two and half months; we would have laughed and said never in a million years.

Yet here we are, doing our part to turn things around, and the good news is that things are turning around a little. Countries first hit with COVID19 are beginning to reopen or are discussing reopening procedures. Just last week Italy ended a 10-week lockdown with plans to open their borders on June 3rd.

Here in the States, you can feel the pent-up desire to travel. In his message last week, Matthew Upchurch stated that travel and tourism will be the driving force towards a global economic recovery. Statistics from the World Travel & Tourism Council (WTTC) show that travel and tourism account for approximately 10% of employment worldwide and 10.3% of the world's GDP. Last year alone, 1 of every 4 new jobs was in the travel and tourism sector. (If you missed Matthew's message, it can be found [here](#).)

As we look for messages to share with our clients, perhaps the message to be shared is that true economic recovery is tied to a travel and tourism comeback and that as their advisors, you will be here to make it happen.

Our message for you is that those who stay the course and fine tune their business skills in preparation for tomorrow will experience tremendous success and growth opportunities when world travel opens again. We encourage you to focus on what is to come.

Finally, as Memorial Day draws near; we invite you to remember the men and women who have defended our country. Stay safe.

Colin, Jacki, Robin and the Montecito Village Travel staff



Respectfully,

Colin Weatherhead
President | Your Travel Center, Inc.



Good Evening World Traveler,

For me, Memorial Day is a time for honoring our past and celebrating our present and has always been the un-official start to summer. As we enjoyed our "beginning of summer" Memorial Day activities, it seemed appropriate that this weekend also marked the easing of lock-down restrictions both in the United States and across the world. Although these sporadic openings may appear to be baby steps, take heart as they are steps in the right direction and that is good news.

In speaking with many of you, you indicated that the first reemergence of travel will be domestic. While some of you will have more adventurous clients - those ready to be the first to head out of the country - most clients will want the safety of a domestic vacation, perhaps even looking for destinations within driving distance. In anticipation, many of you are researching and creating local itineraries for your clients.

If you are orchestrating "local" trips, why not share your knowledge of "hidden gems" on our Facebook Forum and our "360" site allowing everyone the opportunity to tap into our strongest asset, the collective expertise of our network. We are all stronger together.

In conclusion, I have one last thought to share with you. It is a quote that I found fitting for our current situation:

"Difficult roads often lead to beautiful destinations. The best is yet to come."
- Zig Ziglar

Colin, Jacki, Robin and the Montecito Village Travel staff



Respectfully,

Colin Weatherhead
President | Your Travel Center, Inc.



Good Morning World Traveler,

Headlines like these are everywhere... *This Year's Summer Vacations will be Local and Outdoors, Traveling this Summer? Maybe? and What Will Summer 2020 Travel Look Like?* Historically, people travel when they feel that a "crisis" is under (or somewhat under) control. While that means something different to each person, the research reflected in numerous articles show that as the country is opening back up, people are expressing the desire to travel this summer and that most leisure travel will be domestic.

Many of you have told me that you have written off 2020 and are focusing on 2021/22. If this is you, I urge you to reach out to your clients and ask them if they are considering traveling domestically this summer. After-all, your clients may not have considered contacting you for a domestic getaway... especially if the last trip you planned was a 3-week custom tour of India. Why not put your considerable creative talent to use by planning a unique local experience for your clients. By using your vision to satisfy your client's needs today, you solidify your position as a travel expert during these extraordinary times and plant the seeds for future trips to come.

Last week we encouraged you to place your domestic vacation ideas in our [Facebook Forum](#) or 360 to be shared with everyone. This week we are kicking off our #HitTheRoadWithMVT campaign and are asking you again for your best domestic vacation ideas. Please send them to marketing@ytc.com. Submissions will be highlighted in our future marketing campaign.

"Stop worrying about the potholes in the road and enjoy the journey"
~ Babs Hoffman

Stay safe & healthy,

Colin, Jacki, Robin and the Montecito Village Travel staff



Respectfully,

Colin Weatherhead
President | Your Travel Center, Inc.



Dear World Traveler,

Last week added a new wrinkle to 2020. Just as we were seeing progress on the travel front, last week's national events made us acutely aware of the inequities that exist in our own country. I have no doubt that each and every one of us spent a considerable amount of time processing our thoughts and feelings.

Evidence of this came during our Zoom Zoom Happy Hour last Thursday, when we asked participants "What is one adjective that describes your attitude today?" Topping the list and clearly defining our mood, was the word "anxious." Also appearing were dazed, unsure and moody. Balancing the equation were more positive words such as hopeful, positive, okay and fine.

As we process these stressful times, I urge you to be especially patient with family, friends and colleagues. Remember, too, that travel unites and it is a privilege to work in a business with people who understand that we are more alike than not.

In closing, I would like to steal a Mark Twain quote that Matthew Upchurch shared last week.

"Travel is fatal to prejudice, bigotry, and narrow-mindedness, and many of our people need it sorely on these accounts. Broad, wholesome, charitable views of men and things - cannot be acquired by vegetating in one little corner of the earth all one's lifetime."

— Mark Twain

Stay safe & healthy,

Colin, Jacki, Robin and the Montecito Village Travel staff



Respectfully,

Colin Weatherhead
President | Your Travel Center, Inc.

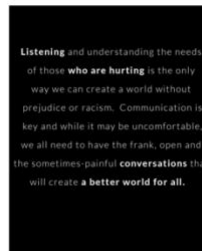


Dear World Traveler,

Reflecting on the past weeks' events, we feel extremely fortunate to work in an industry that understands the strength of diversity.

Responding publicly, however, is a daunting task and a journey of empathy and understanding. Last week, while processing the developments and changes sweeping our country, we soon realized that not making a public statement was indeed, in itself, making a statement.

Therefore, on Thursday we launched our first consumer-facing message on Instagram & Facebook. If you did not see it, we would like to share it with you now.



We welcome your thoughts and comments and if you feel the messaging reflects your values, we encourage you to use it as a basis for your own communications.

Although there is work yet to be done on all fronts, it seems poetic to note that as our borders are opening once again, so are our hearts and minds.

Stay safe & healthy,

Colin, Jacki, Robin and the Montecito Village Travel staff



Respectfully,

Colin Weatherhead
President | Your Travel Center, Inc.



Dear World Traveler,

With the countless ups and downs of the past few weeks, it appears that Covid19 is becoming a marathon and experts say that running a marathon is 50% mental and 50% physical.

The good news is that travel advisors are mentally strong and many of you have told me that you are using this time to reset, re-train and fine-tune your business for a strong comeback in 2021.

We are now four months closer to the finish line and we have reached the point where a strong mental game becomes a differentiator. Without it, some people may become tired, distracted or even despondent.

A strong mental attitude is probably one of the reasons "why" you choose travel as a career. Remembering your "why" can help keep you in the moment and focused on taking actions needed to propel you forward.

Helping and encouraging others provides positive benefits for both the receiver and the giver. Taking time for yourself to do what you most enjoy is also critical to being both positive and productive. Perhaps if you are having difficulty the Fourth of July weekend can be the perfect starting point for you. If your holiday includes travel, do it with safety in mind... continue to wear those masks, social distance appropriately and travel responsibly!

Best Wishes for a Happy Fourth of July.

Colin, Jacki, Robin and the YTC/MVT team.



Respectfully,

Colin Weatherhead
President | Your Travel Center, Inc.



Dear World Traveler,

As we near the end of July, I wanted to advise you of two important communications that are headed your way this week.

Many of you have asked for a **client waiver form** with regards to COVID19. At your request, we have secured several versions for your consideration. While these waivers have been reviewed by our attorney, every Independent Contractor should consult with their own lawyer before considering to implement a COVID19 waiver. We anticipate having these versions ready to share with you by tomorrow.

In order to comply with last year California's AB5 ruling, there are several administrative items that YTC/MVT need to address. Detailed information will be provided to you later this week and a webinar will be scheduled for August 4th. Please look for these important emails and mark your calendars accordingly.

We've also received numerous questions pertaining to Virtuoso's Virtual Travel Week. Last week's Virtuoso webinar entitled "The Virtual Experience," highlighted several interesting and additional opportunities for attendees. There will be more speakers, stronger one-on-one networking and you have greater control of your schedule. If you missed Virtuoso's webinar last week; please click [here](#) for the recording. Remember that YTC/MVT will reimburse you the full cost of your registration (\$50 or \$100). Simply register and submit your master invoice to Robin Sanchez (robin@ytc.com) who will coordinate your refund. Registration closes **Thursday, July 23** and we urge everyone to participate.

Virtuoso's guidance, information and marketing materials are critical tools for your future success. Therefore, in addition reimbursing you for your Virtuoso Virtual Travel Week registration, YTC/MVT is pleased to waive your Virtuoso monthly fee (Level I-\$10; Level II-\$25; Level III-\$40) for two more months, August paid September and September paid October.

Be safe, stay healthy & wear a mask please.

Colin, Jacki, Robin and the YTC/MVT team.



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Be safe, stay healthy & wear a mask please.

Colin, Jacki, Robin and the YTC/MVT team.



Respectfully,

Colin Weatherhead
President | Your Travel Center, Inc.

Contacts



Dear World Traveler,

Last week was monumental for Montecito Village Travel and Virtuoso Travel Week. Over 150 of our travel advisors participated – making it the most attended Virtuoso Travel Week in our history. I would like to personally thank those of you who took your time to learn, engage and participate in an event designed to prepare you for a brighter 2021.

This year's Virtuoso Travel Week was different from any other and while "virtual" is not the same as meeting in person, there were certain advantages. For example, amazing speakers, combined with the virtual format, allowed advisors to take as many classes as they wanted with the additional opportunity of viewing all sessions again within the next 30 days. After that, all classes will become part of the Virtuoso Travel Academy.

Connections were made as well. It's staggering to realize that if every Montecito Village Travel advisor held 50 10-minute 1:1's over the course of the event, it would equate to 7,500 meetings and 1,250 hours of meaningful connection time with our partners. Speaking of connections, staying connected with your clients during this time is vitally important to your future business. Last week, Virtuoso shared a wealth of marketing ideas, plans and opportunities to aid you in connecting with your clients. Be sure to check out these best practices.

In closing, I'd like to share a story from a Virtuoso Travel Week session. Former professional football player, Orlando Bowen was well prepared for a big game, but he missed a critical tackle when his opponent took an unexpected side step. Distraught, he was fuming; that is until his teammate reminded him of a basic principle... "The most important play of the game is the next play of the game." Thank you all for focusing on your next play of the game.

Stay safe and please keep wearing a mask.

Colin, Jacki & Robin and the YTC/MVT support team



Respectfully,

Colin Weatherhead
President | Your Travel Center, Inc.



Dear World Traveler,

This weekend we bid farewell to the unofficial end of summer. While this summer has definitely been one for the record books, I am happy to share with you that there is some light at the end of the tunnel as more and more people are traveling again.

Within our own ranks, Robin Sanchez spent 4 weeks traveling through eight states visiting friends, exploring our country and enjoying our national parks (*Yellowstone was her favorite*). Last week Shane traveled with his family to eastern Oregon and earlier this summer; Chris and Kara traveled up the coast of California. Not all of these journeys have been driving vacations, either, as evidenced by Tabitha Tomerlin from our Omaha office who flew to Colorado in June and then later in August, to Destin, Florida, for some well-deserved R&R.

International travel is once again an option. Just ask Kristine Theissen from our Omaha office about her 3-night stay in July at the Hyatt Ziva Cancun or about her upcoming trip to the Riviera Maya next week at the Unico 2078. Robin, too, will be traveling to Mexico in October for a women's leadership conference.

Without a doubt, today's travel looks different; just ask anyone who has traveled recently. Masks have become the norm, airports have infrared sensors taking traveler temperatures and the all-inclusive resort buffets are no longer self-serve. These hearty travelers will also tell you that airports are much easier to navigate, that service levels are extremely high and that travelers are welcomed everywhere with open arms.

While the decision to travel is up to each and every individual, these first hand reports are an encouraging sign of what is to come and if you have traveled, we welcome you to share your travel experiences with us at marketing@ytc.com.

As always, stay safe, keep wearing a mask and enjoy this holiday weekend.

Colin, Jacki & Robin and the YTC/MVT support team



Respectfully,

Colin Weatherhead
President | Your Travel Center, Inc.



Dear World Traveler,

It is hard to believe that this week marks the beginning of Fall and, perhaps the commencement of a safe return to travel. In spite of Covid, fires and politics, we are seeing month over month increases in bookings and we are hearing inspirational stories from our advisors for 2021 travel research and bookings. We definitely feel the recent uptick in bookings marks a turning point and as we prepare for 2021, it is absolutely essential you remain even closer to your clients with inspirational travel materials.

We firmly believe that Virtuoso's marketing materials and resources, combined with our own programs, provides you, our advisor, with the best marketing materials, inspiration and education. This partnership creates opportunities for your success that cannot be found elsewhere.

It is due to this belief that we have decided to waive Virtuoso marketing fees (Level I - \$10; Level II - \$25; Level III - \$40) for an additional two months (October paid November – December paid January). We hope that the 9 complimentary months of Virtuoso marketing fees has alleviated some of the strain 2020 has placed on your business.

For those of you who are not currently a Virtuoso advisor we encourage you to consider the many marketing and educational benefits available through Virtuoso. There has never been a better time than now to explore **at no cost** the value of Virtuoso. If you are interested, please reach out to Robin Sanchez (robin@ytc.com).

Stay safe and please keep wearing your mask,

Colin, Jacki & Robin and the YTC/MVT support team



Respectfully,

Colin Weatherhead
President | Your Travel Center, Inc.

Calendar



Dear World Traveler,

Earlier this year YTC/MVT cancelled our annual conference because of the restrictions placed on large meetings due to COVID19. We had considered holding a Virtual Conference, however we felt it more important for us to support both the Virtuoso and ASTA virtual events in August. YTC/MVT offered every advisor the opportunity to attend Virtuoso Virtual Travel Week at no cost and also encouraged every advisor to take advantage of the reduced ASTA membership (*this permitted attendance to the virtual ASTA Global Convention at no cost*). These events offered access to great keynote speakers, professional travel industry panels, and a wide array of suppliers. If you missed anything during these events, the sessions are recorded and can be viewed at any time online in the Virtuoso Travel Academy and on ASTA.org.

We believe that we have a solution that doesn't require you to spend hours hunched over a computer screen. Our 2019 conference was an amazing event, full of fun, surprises and good times; but it was the educational classes that generated the most accolades. Therefore, we have decided to recreate these classes and use the regular Rapid Friday Recap time slot (Friday midday) to showcase these sessions, covering everything from BookYTC, Marketing, Air Solutions, Hotels and more. Our marketing department will continue to offer weekly preferred supplier training webinars, supplier panels, unique supplier immersion sessions, as well as events designed for your client's participation. Every discussion is recorded and placed on YTC360 for future reference.

Our overriding goal is to help you build future business and we believe that the best ways to accomplish this are continued educational opportunities and supplier trainings. Please look for our upcoming schedule of events and mark your calendars accordingly.

In the meantime, I invite you to look back at some of the activities from last year by clicking [here](#).

Stay safe and please keep wearing your mask,

Colin, Jacki & Robin and the YTC/MVT support team



Respectfully,

Colin Weatherhead
President | Your Travel Center, Inc.



Dear World Traveler,

Amazing news! Last Friday, the **CDC lifted the "no sail order"** for cruise lines and it's possible that there may be ships in the water as soon as December. The lifting of this sanction combined with the uptick in **new** October travel bookings is an excellent indicator of good things to come. When more people travel, more people will travel... it's the snowball effect.

Just last week Robin traveled to a conference in Cabo San Lucas. As an international traveler, Robin followed new air travel protocols and masking requirements, completed COVID19 forms in Cabo, submitted to temperature testing throughout the journey and obeyed the resort's safety protocols. Additionally, the conference required a negative COVID19 test prior to arrival.

These procedures, while new, provided an opportunity to safely experience what we have not been able to do in a long time – travel and enjoy the human connection. I encourage you to learn more about Robin's experience traveling internationally [here](#).

My next observation is **what are we doing now...** during this time between little or no business to more than we can handle? Some of us, like Robin, are traveling and sharing experiences while others are re-evaluating their business models, updating their skills and learning new ones.

I encourage all of you enhance your skills by attending our weekly **Virtual Learning Series** sessions. These sessions are designed specifically with your needs in mind. Each week we address a particular aspect of your business and augment the series with supplier panels relevant to each week's topic. Recent reviews have been wonderful; don't miss out. Click [here](#) to learn about upcoming sessions and/or to register for a particular session.

Until next time – stay safe and please keep wearing your mask.

Colin, Jacki & Robin and the YTC/MVT support team



Respectfully,

Colin Weatherhead
President | Montecito Village Travel



Dear World Traveler,

This Thanksgiving, we have so much to be thankful for and I know I speak for everyone when I say that the news of several COVID vaccines is nothing short of miraculous. Their impact, not only to our industry, but to the health and well-being of the world, its people and economies is an incredible gift. 2021, only a few short weeks away, will be a truly transformational year.

Thanksgiving is also a time for gratitude and this year has made me grateful for so many things. I'm grateful to my family and friends for their love, encouragement and for keeping me sane. I'm also grateful to our amazing MVT team for all the sacrifices they have all made and for their commitment to you and MVT. **Most of all, I'm grateful to you.** Your strength, perseverance and belief in our amazing industry during this extremely challenging time has been nothing short of inspirational.

However you celebrate Thanksgiving this year – quietly, via Zoom or in small gatherings -- please know how much you are appreciated. There are no other people I would have wanted to take this tumultuous journey with.

Happy Thanksgiving – stay safe and please keep wearing your mask.

Colin, Jacki & Robin and the MVT support team



Sincerely,

Colin Weatherhead
President | Montecito Village Travel



Dear Global Traveler,

With the Holiday season upon us and a New Year right around the corner, the one positive thing that COVID gave all of us was the gift of time. Personally, for me, it was having the time to research my ancestry and Brenda rediscovered her love – and her talent – of drawing and painting. Many of our advisors have shared that having the time and incentive to hone their skills, take classes and develop a marketing strategy was a blessing in disguise.

While this year has forced many of us to make difficult financial decisions, we still feel your investment in Virtuoso's marketing programs should not be one of them. Therefore, we are waiving Virtuoso fees (Level I -\$10, Level II -\$25, Level III - \$40 per month) through the end of the first quarter 2021, putting you in the best possible position for renewed success in 2021. For those of you who have not explored the benefits of Virtuoso, there has never been a better time to evaluate **AT NO COST** the enormous value of Virtuoso. If interested, please contact Robin Sanchez (robin@ytc.com)

For those of you interested in joining ASTA, we have secured a \$50 discount for ASTA Membership on your behalf. Simply visit [ASTA.org](https://asta.org) and enroll by January 31st 2021 using ASTA50 when checking out.

I genuinely believe that by late 2021 early 2022 the acceptance of VACCINES will enable productivity to be very close to 2019 levels which were the Best/ Biggest in many peoples' history. I anticipate that everyone will be extremely busy during the early months of 2021 booking travel for people who will begin to travel during the later stages of the 2nd quarter. The number of people traveling will accelerate during the 3rd quarter and explode during the 4th. Pent up demand for travel will provide tremendous opportunities and make 2020 a distant memory.

Best Wishes for a Happy & Prosperous New Year!

Stay safe and continue wearing your mask... **the vaccines are here.**



Sincerely,

Colin Weatherhead
President | Montecito Village Travel



Good Afternoon,

A belated Happy New Year as we welcome 2021 and say good riddance to 2020.

2020 was a journey full of emotions including denial, confusion, fear and frustration; eventually settling into acceptance and courage as we moved forward. It was a journey of financial stress and re-evaluation of business practices and a journey that tried our patience. Through it all, we worked together to do what we could to help one another, providing encouragement and assistance.

Last March none of us could have predicted that travel would remain stalled nearly a year later. One of our first decisions was to freeze 2020 revenue share levels from any downward adjustments in 2021. Then, in order to ensure that advisors had access to marketing we also waived Virtuoso fees (*Level I - \$10/month; Level II - \$25/month and Level III - \$40/month*) through first quarter 2021.

While 2021 promises a strong demand for a return to travel, we believe it will be later in the third and fourth quarters before substantial travel actually occurs. **Therefore, we are extending your current revenue share through 2022** to provide you the time to return to pre-Covid sales levels without penalty. We will continue to monitor all independent contractor revenues quarterly. And as before, if your commissions qualify you for the next revenue share level, your share will be adjusted **upward**.

Best wishes for a Happy, Healthy and Prosperous New Year!



Respectfully,

Colin Weatherhead
President | Your Travel Center, Inc.



Greetings!

Spring is almost here and with it is a breath of fresh air – both metaphorically and physically. More and more people are getting inoculated and positive Covid rates are declining; more importantly, the roll-out of the vaccines signify a return to near normality and the ability to travel safely once again.

The good news is that MVT experienced a surge of new bookings in January and February. Although 2021 will still be financially lean until the fourth quarter, this uptick in bookings is a significant positive indicator of the future.


In March of 2020, we felt it our responsibility to do what we could to ease everyone's financial hardship and we waived Virtuoso marketing fees thought March of this year to ensure that you could continue to market and communicate with your clients. **It is our continued and sincere belief in you and the value of Virtuoso marketing that has motivated us to extend the suspension of Virtuoso fees (*Level I - \$10/month; Level II - \$25/month; Level III - \$40/month*) through June 30, 2021 for all Virtuoso Advisors.**

If you are unfamiliar with the benefits of Virtuoso, now is a great time to learn how Virtuoso could help you grow your business at no cost. Please reach out to Robin Sanchez (robin@ytc.com) for more information.



Best wishes,

Colin Weatherhead
President | Your Travel Center, Inc.



Belated Happy May Day Greetings Global Traveler,

Summer is almost here, vaccines are being distributed, advisors are busy, people are traveling and the world is starting to open up. Life is beginning to look somewhat as it did pre-covid.


Add to that the CDC's announcement last week allowing cruise ships to begin sailing from US ports as early as this July, and 2021 sales will be even better than initially predicted.

Regardless of where your business is right now, we trust that the MVT companywide statistics indicated below are as encouraging to you as they are to us.

- **February sales** (\$2.9M) resulted in an **12% increase** over January sales (\$2.6M)
- **March sales** (\$4.8M) reflected a **66% increase** over February sales (\$2.9M)
- **April sales** (\$7.1M) reflects a **48% increase** over March sales (\$4.8M)
- **Air continues to increase month over month** and is trending at about 40-45% of our monthly sales with **55% of tickets issued being international.**
- **70-75% of invoiced sales are for travel in 2021!**



These numbers show that people are not only traveling; but they are traveling now and they are traveling internationally. It indicates a tremendous upswing for a positive future. Based on these numbers we are excited to begin adding additional services and personnel in the areas of marketing and support. Stay tuned for further announcements.

As always, we thank you for staying the course. It's going to be an exciting 2021 and an even better 2022!



Best wishes,

Colin Weatherhead
President | Your Travel Center, Inc.

Greetings Global Traveler,

Welcome to the beginning of Summer.

For the 3rd quarter 2021 (July, August, September) YTC/MVT will continue with the policy we implemented in the 1st quarter 2021, regarding your monthly fee, namely we will charge 10% of your monthly settled commissions or your normal fee, whichever is LOWER.

For example: if your normal fee was \$500 per month and your settled commissions for the month are \$2,000, we will only charge you 10% of your settled commissions, namely \$200.

In the event that you have zero settled commissions in any month, you will not be charged a fee for that month. Should you have negative settled commissions in any month, you will only be charged \$10 per refund/exchange in addition to any recall commissions amounts, that must be paid back to the Airline/Supplier.

We will also continue to waive your Virtuoso Monthly Marketing Fees (if applicable); Level 1-\$10, Level 2-\$25, Level 3-\$40 through 12/31/21 for all Virtuoso Advisors, to further assist with your recovery.

Currently future bookings are looking Promising for 2021, Very Promising for 2022 and Excellent for 2023. Many of you that are primarily Leisure, are back to paying your previous monthly fee, however for those of you that are primarily Corporate it may take a little longer.

Thank you for your continued support of YTC/MVT.

OUR BEST DAYS ARE YET TO COME

Composed

by Connie Miller, VP of Business Development, /Montecito Village Travel.

Montecito Village Travel is a host agency with over 550 Independent Contractors, \$275,000,000 in annual sales and several branch offices. Connie is responsible for developing and growing both Independent Contractors and Hosted agencies. Connie's passion for travel is evident and it underscores her personal philosophy is travel is the perfect way to bring the peoples of the world together.



Best wishes,

Colin Weatherhead
President | Your Travel Center, Inc.