



ALL STAR TRIP

Rocky Mountaineer Vancouver to Banff

50th Anniversary Celebration

WELCOME MAST ALL STARS

Thank You to Our Hosts

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VACATIONS



ROCKY MOUNTAINEER

ALL ABOARD AMAZING.

Rocky Mountaineer congratulates the MAST All Stars and MAST for 50 years of delivering outstanding service. We are thrilled to welcome you onboard and celebrate your achievements with an unforgettable journey.
Thank you for your partnership and ongoing support.



ALL ABOARD AMAZING



ANDERSON VACATIONS

Congratulations MAST All Star Agencies!

FOR ALL YOUR CREATIVE PLANNING, CUSTOMER SERVICE AND PROFESSIONAL EXCELLENCE. WE LOOK FORWARD TO INTRODUCING YOU TO OUR AMAZING CANADIAN TRAVEL ADVENTURES!

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50 Years After Founding, MAST Travel Network Thriving

The year was 1969, a time of changing in the world as well as in travel. The Concorde first took to the air; Pan Am was still a year away from inaugurating New York-London service on its 747. Cunard Line's Queen Elizabeth 2 made its maiden voyage. It was the year that some 20 to 30 travel agency owners in Chicago formed Midwest Agents Selling Travel, now known as MAST Travel Network, a regional consortium.

Despite the changing face of the industry and rampant consolidation in the years since then, MAST remains a stalwart presence in the Midwest and beyond. Today, it is home to 225 agency locations.

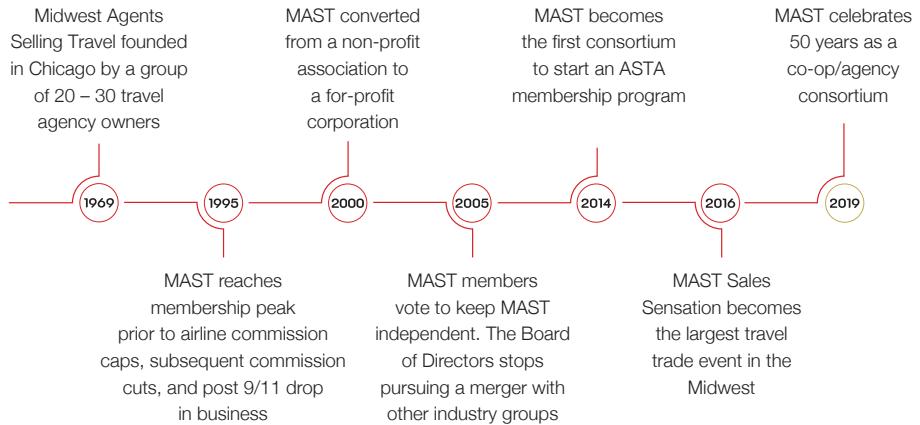
MAST, headquartered in Oakbrook Terrace, IL, near Chicago, is one of the few regional consortia left in the U.S. Part of MAST's identity is staying small. At its peak, MAST had about 350 member agency locations. That number was whittled down by the commission cuts of the 1990s and the effects the 9/11 attacks had on the travel industry. In the time after those events, MAST members did consider joining a larger organization, but the membership voted and decided to remain independent and to stick together and rebuild the group.

Since then, sales have grown, and membership has been on an up tick with the objective to have more clout being a collective organization. While that still remains part of the consortium business today, the groups, including MAST, have evolved to offer much more. First came education, training and networking in the early years. Then, consortia started to embark upon marketing initiatives in the 1990s. That space would get progressively more detailed and sophisticated over the years, especially as the internet, and later, social media became commonplace.

There are four "pillars" that help set MAST apart today. First, the group is goal-orientated and focused on selling only its preferred suppliers. The second pillar is ensuring that each agency is seen as the travel brand and the expert that its community looks to when planning travel. Third is offering customized solutions for each member, and fourth is MAST's internal community atmosphere.



MAST Timeline





AND THEY'RE OFF

— 50TH ANNIVERSARY CELEBRATION —

Tuesday, November 19, 2019
Drury Lane Theatre and Conference Center
Oakbrook Terrace, IL

MAST Members and Suppliers are ready to close out MAST's 50th Anniversary year with a bang, And They're Off to 2020 where we will be highlighting Louisville, Kentucky, host city to the 2020 Annual MAST Conference.

Be ready to lead out of the starting gate in 2020! Over 350 travel advisors and 110 exhibitors attend this event annually looking for new business opportunities and ways to increase sales. Travel Advisors choose from 38 Seminars featuring 19 Suppliers who will provide critical information you need to plan every type of travel this upcoming year. No other event in the Midwest offers this many exhibitors and seminars in one day, making MAST Sales Sensation the "must attend" travel trade event of the year!

Register Today and Make Sure You Are a Winning Bet!
Register at mvptravel.com





CONGRATULATIONS!

Congratulations MAST All Stars on your accomplishments and for making your clients' vacation dreams come true!

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WATERWAYS

MAST JV - Young Professionals Network



MAST JV is a group of travel professionals under the age of 40 with a focus on networking, education and career development. JV hosts exclusive networking hours at MAST events year-round.

Being a part of this group will enable you to establish strong business contacts in the travel industry. Agency membership with MAST is required to be a member of JV. Receive exclusive monthly newsletters, invites on exclusive FAM trips and other networking events. Additional benefits will be offered to those JV members who belong to ASTA, such as; a private Facebook group to connect with their peers on a daily basis, industry training and invitations to young professional retreats. JV members will also be invited to join the MAST Team on Tourism Cares projects.

Membership is FREE!

And with over 50 young professionals in the MAST community, we have kicked things into gear to start shaping our future! MAST has formed an 8-person JV Development Committee, as a way to plan more networking events, identify the growing needs of the industry with steps we need to take, and to develop strategic consumer, educational, and career awareness PR campaigns!

**To become a member of MAST JV or for more information, please contact:
Strategic Development Manager, Stephanie Werner at stephanie.werner@mvptravel.com.**

Exclusive ASTA Membership Offer



Join Forces and Secure the Future of Your Agency

MAST Travel Network members have the opportunity to take advantage of a special offer MAST has negotiated with the American Society of Travel Advisors (ASTA). In recognition of our joint mission to promote and defend the retail travel distribution channel, MAST is contributing toward your annual ASTA membership dues. Your remaining cost to join ASTA is only \$149/year.

JOIN FOR JUST ~~\$345~~

Join us as we secure your future. TOGETHER, we will move our industry forward.

MAST is proud to partner with ASTA and we hope you'll take advantage of this offer.

To sign up and for more details, contact Strategic Development Manager
Stephanie Werner at stephanie.werner@mvptravel.com.

CONGRATULATIONS MAST All-Star Winners

for your Outstanding Achievement from the Islands of The Bahamas. We look forward to a continued wonderful working relationship.

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Series 3
Europe & Escorted Tours



Series 4
Hawaii



NEW! Series 5
Australia, New Zealand &
the South Pacific



NEW! XI
Xpedition Independent

Please contact Manager of Social Media & Public Relations, Amber Zakem, at amber.zakem@mvptravel.com for additional information and to enroll your new Travel Advisor employee in Xpedition!

collette

THANK YOU ALL STARS FOR YOUR *loyalty & dedication*

Your prestigious achievement is the result of your hard work and dedication. The Collette team extends their sincerest thanks for what you do every day: make travel dreams come true. While you continue to work hard for your clients, we promise to do our part to enhance life's journey by creating extraordinary travel experiences worldwide. Together we can expand horizons and turn fantasies into reality.

"Success usually comes to those who are too busy to be looking for it."

-Henry David Thoreau-

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CONGRATULATIONS! To This Year's **MAST All-Star Award Recipients**



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This is only a brief description of the coverage(s) available. The Policy will contain reductions, limitations, exclusions, and termination provisions. For costs and complete details of the coverage(s) contact Travel Guard. Insurance underwritten by National Union Fire Insurance Company of Pittsburgh, Pa., a Pennsylvania insurance company, with its principal place of business at 175 Water Street, 15th Floor, New York, NY 10038. It is currently authorized to transact business in all states and the District of Columbia. NAIC No. 19445. Travel assistance services provided by Travel Guard. 2094 08/12/19



Invite Your Clients!

Consumer Virtual Travel Nights

There may be up to four Virtual Travel Nights held during the year. MAST members will be encouraged to invite their clients to these special online webinar presentations, available almost anywhere, hosted quarterly by MAST.

Held in the evening, the Supplier will give a thirty to 45-minute consumer-based online presentation about a specific destination or product and allow 15 minutes afterwards to answer any consumer questions. Suppliers are asked to provide an exclusive booking incentive to be applied to a future booking made through their travel advisor for any participants who attend the entire virtual travel night presentation. This exclusive offer is then shared after the completion of the webinar.

To market these Virtual Travel Nights, MAST will make available to its members

- **Ready to Send Emails:** Invitations with the link to register, reminder emails, Thank You for attending email with Certificate or coupon with exclusive booking incentive sent AFTER they attend the webinar.
- **Flyers:** Customizable flyer with information about the Travel Night presentation, any forms that would be needed, coupons or certificates.
- **Social Media Campaign:** Graphics and content agents can use to promote the Travel Nights on their social media pages

Watch your email for upcoming Consumer Virtual Travel Night Announcements!

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Uniworld congratulates the MAST All-Star winners for their top Preferred Supplier Sales! Thank you for your support and your commitment to delivering your clients the very best river cruise experience.



Congratulations to the MAST All Star Agencies for your outstanding achievements.

ENTERPRISEHOLDINGS.

Thank you for your partnership and continued support.

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MAST TRAVEL ADVISOR MOBILE APP

- ✓ Event Information
- ✓ Featured Supplier Info
- ✓ Current Booking Incentives
- ✓ Supplier Promotions
- ✓ BDM / Rep Contact Information



MAST Travel Advisors ONLY

Confidential information and updates for MAST Agencies only

1. Download the App

- a. Type my.yapp.us/MASTADVISOR into your smartphone using your internet browser.
- b. Click the "Download" button.
- c. You will be sent to your phone's App Store, with the Yapp app displayed.
- d. Install the Yapp app, and click "Accept" (if prompted).
- e. Add our event Yapp ID: **MASTADVISOR**

2. Create a Yapp Account

In order to post comments and share pictures, you will need to create a Yapp account by entering your name, email, and creating a password.

3. View Current Events, Promotions, and Updates

4. Operating the Mobile App

To open/start the mobile app, click the (newly added) Yapp icon on your phone.

- If prompted to 'Allow Yapp to send you notifications', we recommend 'accepting' notifications.
- If you get a screen with the text "**Download an Existing Yapp**", click the "Download" button.
On the next screen, you will be prompted for an event Yapp ID. Enter the ID: **MASTADVISOR**

FEATURES INCLUDE

Event Information: Various MAST event details and links to register

Featured Supplier Info: Find promotional offers, booking incentive information and marketing tools

Current Advisor Booking Incentives: Check here for MAST Exclusive and Industry-wide Booking Incentives

Supplier Promotions: A list of standout preferred supplier promotions

BDM / Rep Contact Information: Alphabetical Company and BDM Contact Library including phone numbers, email address, and website urls

Electronic Document Signing

**MAST e-Signature is an Electronic Document Signing service available FREE to members.
Sign documents between you and your clients online!**

- Every member agency is allowed TWO FREE document customizations. Each additional document can be setup for \$40
- This service can be used for Travel Waivers, Agreements, or similar types of documents that require a signature



**To get started, visit the MAST e-Signature page on the MAST website:
mvptravel.com/member/resources/mast-e-signature**

Congratulations!

Congrats to the All-Star Agencies on your many achievements

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MAST Website Features for You to Remember

www.mvptravel.com



Account Snapshot

Member Home Page > Column on the right-hand side

View your agency Profile Page, remaining Marketing Credits for the year, and MAST Rewards Status.



Booking Programs

Booking Programs Tab

View Cruise Group Space, and Instructions and FAQs for booking Travel Center Hosts and MAST Cruise Services.



Recent Marketing

Marketing Tab > Recent Marketing

View the recent Direct Mail and Email Marketing pieces that were sent out on behalf of your agency, so you are prepared when a client calls you up about something they have seen in your piece.



Preferred Supplier Navigation

Suppliers Tab > All Preferred Suppliers

Search for a Preferred Supplier by Category, Destination, and Travel Type. View the supplier profiles and contact information.



Upcoming Events & Registrations

Events Tab > Events Home

View upcoming MAST events for dates and locations and mark your calendars! Event registrations can be found on this page.



Recent Webinar Recordings

Training Tab > MAST Webinar Series > Recent Webinar Recordings

Go back and watch the recent MAST webinar recordings to receive MAST Rewards credit.



You can also access the MAST Member Handbook, FAM Trip Opportunities, Supplier Promotions, Xpedition Training, 360 Travel Talk Blog and much more!

Can't remember your [mvptravel.com](http://www.mvptravel.com) login or need access?

Contact Bob Sharer,
bob.sharer@mvptravel.com

SEE YOU NEXT YEAR



GOING the DISTANCE

Louisville, Kentucky

April 23 – 26, 2020

Galt House Hotel
140 N Fourth St.
Louisville, KY 40202

**Register Before or at MAST Sales Sensation!
Save \$50 Per Person**

mvptravel.com



UPCOMING EVENTS

Tuesday, November 19

2019 MAST Sales Sensation “And They’re Off...”

Drury Lane Theatre & Conference Center, Oakbrook Terrace, IL

January - February

2020 MAST Winter Meetings

See Dates and Locations Coming Soon at mvptravel.com

Thursday March 12

2020 MAST Awards Night “The Winner’s Circle”

Venuti's Italian Restaurant & Banquet Hall, Addison IL

April 22 - 26

2020 Annual MAST Conference “Going the Distance”

Galt House, Louisville, KY

Thursday June 11

2020 MAST International Travel Forum

The Hyatt Lodge Conference Center, Oakbrook, IL

September

2020 Owners Summit

Date and Location TBD

Tuesday November 17

2020 MAST Sales Sensation

Drury Lane Theatre & Conference Center, Oakbrook Terrace, IL

April 28 - May 2

2021 Annual MAST Conference

Hyatt Regency Coconut Point, Bonita Springs, FL



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ANNIVERSARY 50TH CELEBRATION
1969 - 2019