

*Are you looking to grow sales, enhance value with clients, improve efficiency, make yourself more marketable and, of course, earn more? The Travel Institute's Certified Travel Associate, or CTA®, program gives you the tools and knowledge to accomplish these goals and much more!*

**Your Learning Experience:** Enroll in the CTA industry-leading program and immerse yourself in 15 critical skill areas designed to develop the skills needed to succeed in North America today! As a CTA graduate:

- *Attract more clients* and increase visibility with time-tested marketing and brand strategies
- *Sell and earn more* closing leads with powerful and proven sales techniques
- *Maintain and enhance client trust* guided by key ethical perspectives
- *Upgrade your trip planning process* with "Around the World" enhanced destination updates
- *Increase revenue* by implementing new marketing ideas for all-inclusive and escorted vacations
- *Develop your travel specialty* and attract your ideal client using a step-by-step process
- *Protect your client's valuable travel investment* with the Do's and Don'ts of travel insurance
- *Minimize risk and improve payment efficiencies* with best-practice tips on payment processing
- *Build deeper relationships* by employing new communication and listening skills
- *Improve client conversations* through vetted questions used by seasoned pros

## CTA Professional Skill Modules

- ✓ Business Ethics
- ✓ Business Writing
- ✓ Customer Service
- ✓ Customer-focused Selling
- ✓ The Art of Listening and Communication
- ✓ Marketing and Promotion Your Business
- ✓ Time Management
- ✓ Understanding Customer Needs

## CTA Practical Skill Modules

- ✓ Accepting and Processing Payment
- ✓ Planning Itineraries
- ✓ Selling All-Inclusive Resorts
- ✓ Selling Escorted Vacations
- ✓ Selling Special Interest Travel
- ✓ Touring the World
- ✓ Travel Insurance

**Your Study Options: Flexibility is key!** Each student has a different learning style. The entire program is self-paced and self-study and you determine the schedule best for you and how much time to spend on a particular topic.

- **Online:** Utilizing our best-practice, e-learning platform, the content comes alive with beautiful images, videos, audio, interactive maps, knowledge checks etc. The only drawback? You may need to take some handwritten notes. **\$599\*** (PAYMENT PLAN AVAILABLE at \$99.93 monthly for 6 months, plus \$50 non-refundable administration fee with first month's payment.)

\*Tuition includes access to online materials and testing fee

Regardless of how you choose to engage, you will benefit from:

- **Peer Support:** An online, invitation-only support group to keep you on track
- **Coaching:** 1-to-1 counseling; coaching via live group sessions with study and testing tips
- **Practice Scenarios:** Real-world application exercises and knowledge checks
- **Expert Tips:** Videos insights from industry executives

**Your Time Commitment:** You have **12 months to complete** the course and take the final exam starting from the date of enrollment. Most students finish within **3 to 6 months** spending **45-55 hours** to get through it.

**Certification Requirements:** The Travel Institute's [industry-leading certification programs](#) are the gold standard for agent higher learning.

To *earn* your CTA:

- Complete curriculum approved by The Travel Institute and score 80% or higher on the [TAP®](#) exam **OR** have a minimum of 1 year of industry experience **selling** travel
- Pass the proctored CTA® exam scoring 70% or higher

To *maintain* your CTA:

- Learning doesn't stop after you graduate from The Travel Institute with your CTA. Earn a minimum of 10 [Continuing Education Units](#) annually to ensure your travel industry knowledge is up-to-date so that you can maintain "active" certification. CEUs are critical to ensuring you master new skills, stay current on product information and industry trends, and develop professional business skills ongoing as a travel professional.

### Marketing your CTA:

Attaining your CTA, you become a member of an elite group of individuals who have put in the time AND who have the talent to set and maintain professional standards for themselves and for the travel industry. Our mission is to be sure you have the skills, tools and knowledge you need for success starting out AND to help you then market your accomplishment and the value it brings to travelers, suppliers, your peers and more.

Upon graduation, you gain access to our **Certified Graduate Toolkit**, offering you a marketing guide to communicating your achievements, a "how to" on utilizing your [Digital Credentials](#), access to ongoing learning, and much more. Last but not least, you'll be invited to join our online [Find a Certified Travel Agent](#) directory to help potential clients find you. We'll be there every step of the way, before you get your CTA, once you've got it, and as you continue to grow in your career!

[ASK A QUESTION](#)

[ENROLL TODAY](#)

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