

INTERNET

## Condé Nast Traveler introduces educational series to ensure travel quality

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*Condé Nast Traveler Institute seal*

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By JEN KING

Condé Nast Traveler is extending its reach beyond print to ensure that its readers have well-executed vacations through its inaugural Condé Nast Traveler Institute.

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Designed specifically for cruise vacations, Condé Nast Traveler partnered with Royal Caribbean Cruises to develop a certification course for travel agents specializing in that method of traveling. Creating a program that works to ensure consistent experiences will likely be appreciated by Condé Nast Traveler's affluent readership.

"The Condé Nast Traveler Institute adds distinction to the travel service industry and provides value to the consumer," said Bill Wackermann, executive vice president/publishing director of **Condé Nast Traveler**, New York.

"Our readers are the most discerning travelers in the world, and they look to Condé Nast Traveler for our expertise and authority, as well as style and taste level," he said.

"We know that our audience will seek out travel specialists who are affiliated with our

brand—and travelers who may be booking their first cruise will soon become ‘in the know’ by reading Condé Nast Traveler on any of our platforms – print, digital edition, online or even on social media.”

Bon voyage

The certification course under the Condé Nast Traveler Institute will begin on Sept. 18. Interested travel agents who work with cruise ship bookings will be offered a free online video course series to learn the best way to serve affluent consumers.

Condé Nast Traveler Institute's video series will include four courses. Each of the four courses will be hosted by a lifestyle and travel expert to help viewers understand the four key touch points of a memorable cruise experience.

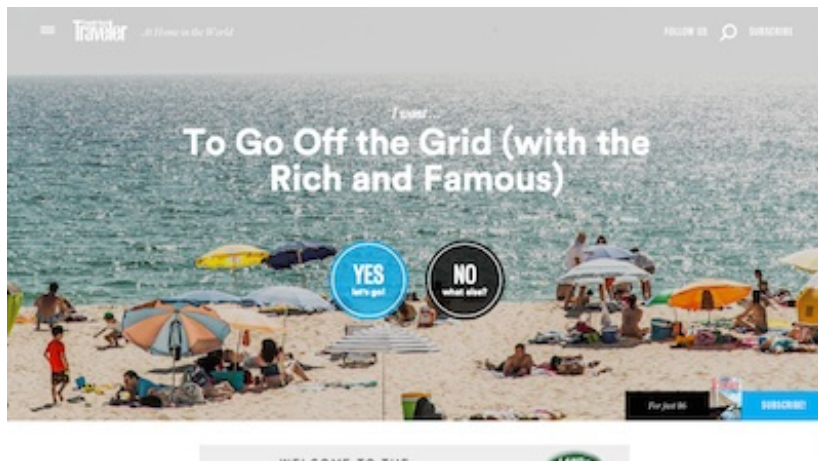


*Condé Nast Traveler's September cover*

For example, Lyss Stern of Divalyssconscious Moms will host a video course on the best ways to travel with a family. Additional courses will be hosted by New Orleans-born chef David Guas, who will teach viewers how to prepare menus at home and abroad as well as celebrity event planner Mary Giuliani on adding service and style to meetings and events.

Condé Nast Traveler Institute's incorporation of bloggers and tastemakers is consistent with the publication's newly revamped Web site that is formatted to help consumers feel

“At Home in the World,” preparing them for their travels so they can fit in with the local culture. Partnering with well-known content producers who work entirely in an online medium will help further communicate the Condé Nast Traveler point of view ([see story](#)).



### *Condé Nast Traveler homepage*

From Condé Nast Traveler directly, contributing editor Mark Ellwood will host a video discussing how traveling the world via ship is a destination unto itself. The addition of Mr. Ellwood will build trust and a direct connection with the publication among its readers and participating travel agents.

When agents complete the courses, graduates will receive a Condé Nast Traveler Institute seal, certificate, pin and invitations for exclusive onboard events.

The Condé Nast Traveler Institute is in collaboration with Royal Caribbean International's "Loyal to You Always" effort. This effort is meant to tout the cruise liner's commitment to supporting its travel agent partners to aid in effective bookings through personal interaction and support, valuable resources, increasing profits and education and development programs.

### *Reader's delight*

Publications, both in the industry sector and more wide-ranging outlets, are looking to gain readers by curating travel experiences for their audiences.

For example, The New York Times expanded its travel program to include 21 land-based tours that further cement its position as an arbiter of taste and evinces the publisher's push for extra streams of revenue.

The Times Journeys features various destinations and are split between "Luxury Travel," "Active Travel" and "Focus On" to better accommodate the discerning interests of its readers. Travel partners Abercrombie & Kent, Mountain Travel Sobek and Academic Travel Abroad have joined the brand to help tailor the tours ([see story](#)).

The New York Times may have been inspired by The National Geographic, which has a similar program that leverages far-ranging and long-cultivated expertise. The non-profit geographic and scientific organization offers hundreds of "Expeditions" from all over the world and sends along its experts ([see story](#)).

Developing programs such as the Condé Nast Traveler Institute will help expand the publication's reach and cement it as a valuable tool that can be used by industry experts and travelers.

"We developed this business program in tandem with our presenting sponsor Royal Caribbean International," Mr. Wackermann said. "We are excited to partner with Royal Caribbean International since we both share a commitment to providing top-of-the-line service and excellence to travelers.

"The Condé Nast Traveler Institute delivers on our twin commitments to style and service, inspiration and advice," he said.

Final Take

*Jen King, lead reporter on Luxury Daily, New York*

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