

TRAVEL AND HOSPITALITY

## TCS World Travel repositions to better serve digitally savvy affluents

May 21, 2018



*TCS World Travel expands digital offering and expeditions; Image credit: TCS*

By STAFF REPORTS

Private jet tour operator TCS World Travel is adapting to the new wave of travel and evolving affluent consumers' need in a new repositioning.

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Starting with a newly redesigned digital platform and partnership with Travelopia, TCS is looking to create a high-touch travel experience. More strategic partnerships within the luxury realm and expanded jet expeditions will support its movement forward.

"Our team has worked diligently over two decades to establish ourselves as the leader in the luxury jet expedition space, and we are proud of our recent industry accolades including AFAR magazine's 2018 Travelers' Choice Award for Best Over-the-Top Experience' and Travel + Leisure's 2017 World's Best Award for Number 1 Tour Operator,'" said Shelley Cline, president of TCS World Travel. "We continue to listen to our guests and adapt to their ever-changing travel needs.

"By investing more in creating our own expeditions and partnering with brands in the space that best fit our vision for the future, we feel well-positioned to continue to be a leader in the category," she said.

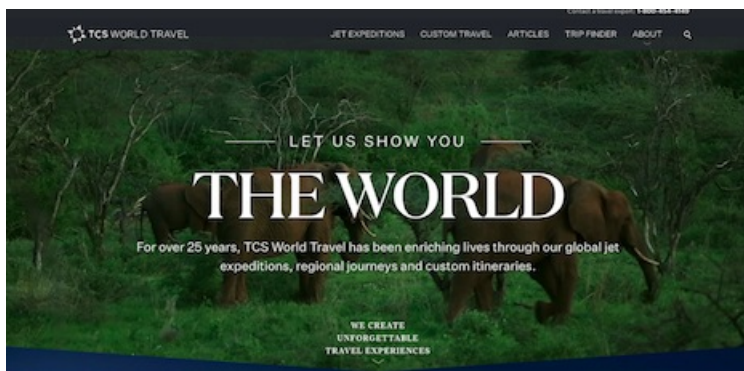
### Future commitment

In its endeavor to look towards the future, TCS World Travel's new Web site is designed to be intuitive of users' habits and travelers' needs.

A richer search focuses on a user-friendly experience and more details on what is offered on TCS' expeditions.

In addition to the site, the company is also launching a highly targeted print and digital campaign catered to affluents, launching on June 1.

"Our new online platform provides us with the opportunity to properly showcase who we are and the meaningful travel experiences we offer," Ms. Cline said. "It gives visitors a window into what could be their own extraordinary and unmatched experience."



### *TCS focuses on digital innovation*

New itineraries will be expanding TCS' business in two categories such as Luxury Jet Expeditions aboard a private jet and Luxury Custom Travel, tailored independent journeys.

Recently, TCS World Travel embarked on an expedition to its president's favorite locales and yet-to-visit bucket list destinations to celebrate the executive's 25 years of service.

The TCS World Travel President's Journey Around the World featured a highly personal itinerary developed and personally hosted by the private jet brand's president Shelley Cline. As an in-the-know industry veteran with 25 years under her belt, Ms. Cline's expertise lent itself to an immersive experience for discerning guests ([see more](#)).

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