

Luxury Daily[®]

TCS World Travel looks to experts to craft experiences

June 5, 2019



Luxury travel company TCS World Travel has assembled a board of travel expert influencers to keep the brand ahead of the private aviation industry.

While many brands tap influencers for consumer-facing initiatives, TCS is looking to these experts for inside advice. The board will meet regularly to share the top news and trends happening in travel so TCS can be sure it is offering the most relevant services to its clientele.

Looking to experts

The board has already been working to help TCS to plan its 2020 offerings, and their advice is being incorporated into aspects of next year's trips as well as helping to shape 2021 journeys.

"As the leader in private jet expeditions, we have to stay on the pulse of what's happening in the ever-changing world of luxury travel," said Shelley Cline, president of TCS World Travel, in a statement. "Our new Innovation Board will help ensure that each new private jet expedition is fresh and relevant."



Board members include travel media brand AFAR cofounder Joe Diaz; Town & Country executive traveler editor Klara Glowczewska; wine, spirits and food author and contributor, Biological Sciences professor and deputy director of the Centre for Applied Conservation Science at the University of Adelaide Dr. Kristofer Helgen; travel company Modern Adventure founder/CEO Luis Vargas and principal of J.M. Friedman & Co Jason Friedman.

Previously, TCS World Travel gave a voice to one of the most influential segments in travel today: teenagers.

TCS created the Teen Advisory Panel, a group of well-traveled adolescents, to help consult with the company on how to improve luxury travel for families that include teenagers. Luxury travelers who bring their whole families along need to be able to find experiences that fit everyone's desires, something TCS World Travel is hoping to streamline.