

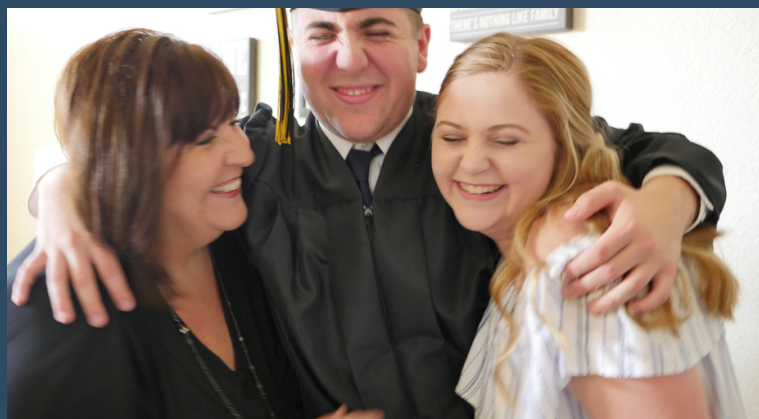
IS A TRAVEL ADVISOR BUSINESS ACTUALLY RIGHT FOR YOU?



DREAMS

TRAVEL CONSULTING

ABOUT DREAMS TRAVEL CONSULTING



At Dreams Travel Consulting, we specialize in helping families bond through travel. We believe in creating magical moments for our clients — and we love mentoring new travel advisors to build profitable, rewarding businesses.

Founded by Denise Lorentzen, CTA, who has been planning vacations since 2006 and training agents since 2012, our boutique agency focuses on Disney Destinations, theme parks, cruises, and family travel. We're proud to offer personal mentorship, a supportive community, and hands-on training designed to help you succeed.

One more thing: this guide isn't here to convince you. It's here to help you know, honestly, if this is actually the right fit for you.

WHAT THIS BUSINESS IS NOT

Most "become a travel agent" guides are written to get you excited. This one is written to get you clear — because the advisors who succeed with us aren't the ones who got hyped into it. They're the ones who went in with eyes open. Let's start with what this isn't.

✘ A quick way to get free or discounted travel — This isn't the perks-first version of the industry; it's a real business.

✘ A "set it and forget it" side hustle- It takes consistent weekly effort, not a one-time setup.

✘ Something that works without consistent effort- The advisors who succeed here show up week after week.

✘ A quick certification that hands you clients- Training gets you ready — building the business is still on you.

But here's what it actually IS:

- A real, ownable business you build — not just a job you clock into.
- Flexible — but flexibility still requires structure and follow-through.
- A relationship business — you're helping families create experiences that matter to them.
- Something that rewards people who follow a proven process and stick with it.



WHAT IS A NICHE IN THE TRAVEL INDUSTRY?

MANY TRAVEL ADVISORS CHOOSE TO NICHE IN A SPECIFIC TYPE OF TRAVEL OR DESTINATION

What are the different types of travel?

- Family Travel
- Romance Travel
- Disney Destinations
- Theme Park Travel
- Destination Wedding and Honeymoons
- Wellness Travel
- Cruise Travel
- Adventure Travel
- Culinary Tourism
- Luxury Travel
- And anything that you can think of really!

WHAT TYPE OF TRAINING DO YOU NEED?

Good news: you don't need prior experience to start.

We provide mentorship every step of the way.

At Dreams Travel Consulting, we teach you everything, including:

- Planning and booking trips for families
- Disney Destinations and theme parks
- Cruises and all-inclusive resorts
- Using travel agent tools and systems
- Marketing your new business

Here's what actually helps you succeed once you're trained:

- Show up consistently. This business rewards agents who put in steady weekly effort, not a one-time setup.
- Follow the system. Our training works because agents actually use it. We're looking for people who want structure, not people who want to freelance their own process from day one.
- Keep learning. Travel trends, destinations, and booking tools change constantly. The agents who thrive stay current.

That's it. No degree required, no certifications to chase before you start. Training gets you ready. Building the business is on you.

1. **Education:** Many travel agents have a high school diploma or equivalent. However, having a bachelor's degree in fields like hospitality, tourism, or business can provide a strong educational foundation.
2. **Formal Training Programs:** Some travel agencies and organizations offer formal training programs for aspiring travel agents. These programs cover industry-specific knowledge, reservation systems, customer service, and sales techniques.
3. **On-the-Job Training:** Entry-level travel agents often receive on-the-job training from experienced agents. This involves shadowing experienced agents, learning about reservation systems, and understanding how to work with clients effectively.
4. **Familiarization Trips (FAM Trips):** Travel agents may have the opportunity to participate in FAM trips, which are organized by travel suppliers, such as hotels, airlines, or cruise lines. These trips allow agents to experience destinations and accommodations firsthand, enhancing their ability to provide recommendations to clients.
5. **Specialization Training:** Some travel agents choose to specialize in certain types of travel, such as luxury travel, adventure travel, or destination weddings. Specialization often involves additional training to become an expert in that niche.
6. **Industry Certification:** Many travel agents pursue industry-recognized certifications to enhance their credibility and expertise. One of the most well-known certifications is the Certified Travel Associate (CTA) designation from The Travel Institute.

7. Computer Systems and Booking Tools: Proficiency in reservation systems and booking tools is crucial for travel agents. Training in these systems ensures they can efficiently make reservations, check availability, and access up-to-date travel information.

8. Customer Service Training: Good customer service skills are essential for travel agents. Training in effective communication, problem-solving, and conflict resolution can be beneficial.

9. Regulatory Knowledge: Travel agents should have a basic understanding of industry regulations and laws, such as those related to travel insurance and consumer protection.

10. Product Knowledge: Travel agents must be knowledgeable about a wide range of destinations, accommodations, airlines, and other travel-related products. Continuous learning and staying up-to-date with industry trends are crucial.

11. Marketing and Sales Training: Travel agents often need training in marketing and sales techniques to effectively promote their services and secure bookings.

12. Ethical and Professional Conduct: Training in ethical and professional conduct is important to ensure that travel agents adhere to industry standards and best practices.

The specific training requirements and opportunities may vary by region and the agency with which an individual works. It's important for travel agents to continuously update their knowledge and skills to stay competitive in the industry and provide exceptional service to their clients.

SUM UP YOUR SIMPLE STEPS

EDUCATION/TRAINING

- Obtain a high school diploma or equivalent, as it is usually the minimum educational requirement for entry-level positions.
- Consider pursuing formal education in travel and tourism, such as a degree or certificate program from a vocational school, community college, or university. These programs can provide you with the necessary knowledge and skills to excel in the industry.
- Join professional organizations or take courses related to travel, such as those offered by the Travel Institute, which can lead to certifications like the Certified Travel Associate (CTA) or Certified Travel Counselor (CTC).

BUILD A NETWORK

- Seek internships or entry-level positions in the travel industry to gain hands-on experience. Many travel agencies, tour operators, and cruise lines offer internships or apprenticeships.
- Work in various aspects of the industry, such as customer service, reservations, or marketing, to gain a well-rounded understanding of the business.

SUM UP YOUR SIMPLE STEPS

GAIN EXPERIENCE

- Networking is crucial in the travel industry. Attend travel trade shows, conferences, and seminars to connect with industry professionals.
- Join professional organizations like the American Society of Travel Advisors (ASTA) or the International Air Transport Association (IATA), which can provide opportunities to connect with peers and access valuable resources.

JOIN AN AGENCY OR START YOUR OWN

- Decide whether you want to work as an independent travel agent or join an established travel agency. If you choose the former, you'll need to set up your own business, which may include obtaining the necessary licenses and permits.
- If you opt to work at an existing agency, you'll need to apply for positions and go through the hiring process. It's essential to have a strong resume and cover letter to demonstrate your qualifications.

ADDITIONAL TIPS

- Stay updated on the latest travel trends, destinations, and industry developments.
- Develop excellent communication and customer service skills to serve your clients effectively.
- Familiarize yourself with booking systems and travel software, as they are essential tools for travel agents.
- Consider specializing in a particular niche, such as luxury travel, adventure travel, or corporate travel, to stand out in the industry.

Becoming a successful travel agent requires dedication, ongoing learning, and a passion for travel. Building a solid reputation and client base may take time, but with the right education and experience, you can establish a rewarding career in the travel industry.



WHY JOIN DREAMS TRAVEL CONSULTING?

We're not just any host agency. Here's what makes us different:

- ✓ Specializing in family travel with an emphasis on Disney, Universal, and Cruise travel niches
- ✓ Supportive community of like-minded agents
- ✓ Personalized training and mentorship
- ✓ Resources to help you launch fast and grow confidently
- ✓ A boutique agency feel — you're never just a number



NEXT STEPS??



Here's how simple it can be:

- 1** Learn the basics – We have a separate in-house training you can take to get you started on planning vacations, using booking tools, and client service.
- 2** Pick your niche – Disney, cruises, family getaways... We'll help you focus.
- 3** Start building your business – Work from home, around your family's schedule.
- 4** Earn while you help others make memories – Your hard work leads to income, flexibility, and fulfillment.

IS THIS FOR YOU?

TAKE THE QUIZ



Answer yes or no, honestly:

1. Planned a trip for family/friends and loved the process, not just the destination
2. Personally traveled to Disney, a cruise, or a major family trip in recent years
3. Can commit 15-20 hrs/week (25-40 full-time) for the next 6-12 months
4. Drawn specifically to family, Disney, Universal, or cruise travel
5. Would rather follow a proven system than build my own process
6. Comfortable with sales conversations — follow-ups, budget talk, asking for the booking
7. Research and compare options myself when I travel
8. Manage my own time well without needing constant check-ins
9. Looking to build a real, ongoing business, not a quick perk
10. Ready to invest in training and tools upfront

Score yourself: 8-10 yes = strong fit, apply now. 5-7 yes = possible fit, worth a conversation. 0-4 yes = probably not the right time — and that's okay to know.

What We're Looking For

Beyond passion, here's what actually helps you succeed here:

Real travel experience. Agents who've personally been to Disney, been on a cruise, or planned a multi-gen family trip bring something training alone can't teach — firsthand knowledge that clients trust immediately.

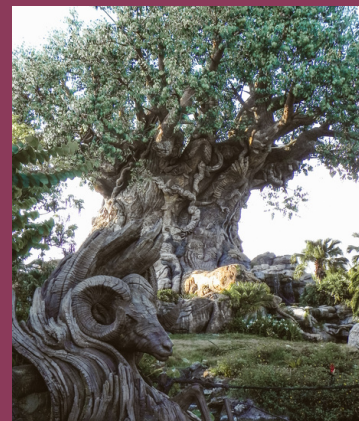
Haven't traveled these destinations yet? That's not disqualifying, but expect to prioritize experiencing them early on.

A specialist mindset, not a generalist one. We go deep in family travel, Disney, Universal, and cruises rather than wide across every kind of trip. The agents who thrive here want to become the go-to expert in this niche.

Someone who follows the system. Our training and mentorship work because agents actually use them. We're looking for people who want structure, not people who want to freelance their own approach from day one.



READY TO SEE IF YOU'RE A FIT?



If you scored 8 to 10 on the quiz, don't sit on it. Spots for new agent onboarding are limited, since we only bring on a few new agents at a time so everyone gets real support.

[Apply Now Here](#)

Scored 5 to 7? No worries, let's still chat. Fill out the form above and I will be in touch!

[Learn more about our travel planner program HERE](#)



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