

Travel To Go Embraces Change As Travel Industry Evolves

Written by Australian Business

ORLANDO, FL, October 04, 2013 **/24-7PressRelease/** -- Travel To Go, a leading provider of travel services and vacation club products, recognizes that the vacation ownership and travel industries have changed significantly since the first effects of the Global Financial Crisis in 2008 and continues to implement changes to adapt and to maintain their growth and success.

"One of the most significant changes has been the travel behavior of consumers. They have become more spontaneous by booking vacations much closer to their travel date than before, are more conscious of deals and discounts. At the same time they are more interested in additional benefits and experiences that are on offer," said Jeanette Bunn, President & CEO, Travel To Go.

Recently, the family operated San Diego based travel club decided to expand their teams to better serve its membership base. Travel To Go started by added more employees to its training and business development teams, and then changed the structure of its organization by introducing specific task teams who are trained to be specialists in various areas of travel, such as resorts, cruises, airlines and excursions.

These new task teams have increased knowledge in these areas and can provide members with enhanced information and advice when they are choosing their next vacation through Travel To Go.

"Businesses of all sizes have to make internal changes to adapt to the many external changes that are part of our ever-changing world. A business that wants to grow will encourage its employees to learn and grow. As workers become more knowledgeable and skilled, they are more flexible and can contribute to the company's growth even more." Says Tommy Middaugh, Vice President, Travel To Go. "Business is an ever-changing entity and to be successful at it, one must be willing to accept that change and adapt accordingly. Travel To Go is a firm believer in this concept and as such it has made some changes to its operations."

Adaptation and implementation of these changes within the company stem from Travel To Go's commitment to provide exceptional 5-Star Service to its members, and the delivery of its mission of "Making Dreams Come True."

For more information, please visit: <http://www.traveltogo.com>

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About Travel To GoTravel To Go offers travel benefits and services to a loyal customer base of 60,000 members and is currently celebrating 23 years in the vacation and travel industry. The company prides itself on its 5-Star Service standards and achievement of its mission to "Making Dreams Come True." The company is licensed with all necessary agencies including the states of California, Florida and Hawaii. They maintain an A+ rating with the Better Business Bureau, and are members of the San Diego Chamber of Commerce, ARDA and C.A.R.E. Sky Travel, a division of Travel To Go, is an approved travel agency licensed by the Airline Reporting Corporation (A.R.C.), IATAN and CLIA. For more information, please visit <http://www.traveltogo.com>