

AGENT SPOTLIGHT! A collective series ...



In our first of many *Agent Spotlight* segments - we will focus on **Jo Ann Buening, Travel Advisor with Travel Leaders in La Crosse.** Knowledgeable in so many areas of travel, but this week we'll learn about Jo Ann - the Luxury Travel Professional - and how she brings "Luxury at Our Fingertips" to life for her clients. While you may only think of Jo Ann as "The Alaska Lady," she does much more than that - Jo Ann "Sells the World"! We hope you enjoy the following excerpts from Jo Ann, as she tells her story and hope you'll think of her as a trusted advisor that is here to assist you in planning your next ultimate experience!

Luxury, River & Ocean Cruise Expert, Alaska and More!

For Alaska, Cruising (River or Ocean) or Luxury Travel, you have found the source for your best vacation. Knowledge is power and since entering the industry in 1985, I have earned many travel certifications. What defines a GREAT travel advisor is a commitment to learn and the passion to exceed clients' expectations.

Luxury Travel Professional

A private watch-making experience in Switzerland with a well-known watchmaker, a private experience to a beautiful waterfall in Iceland and dinner at a remote lodge, connections to 'get it done' for 'over-the-top' requests in Las Vegas... I could go on and on. These are just a small sampling of connections I have made for the needs of my affluent travelers. In this segment of travel, it's all about who you know and what connections you can make.



With my attention to detail, strong organizational skills and years of experience in the travel industry (since 1985), it only seemed natural that I would embrace Luxury Travel. Over the years I have organized many groups, ranging between four and 150 travelers who have requested 'once-in-a-lifetime' experiences. Whether large or small, I can arrange travel for any size group. In order to be successful with Luxury Travel requests, it is important that the travel advisor be exposed and connected to the resources to be able to secure these requests and wishes.

LUXURY at OUR Fingertips ...



What a fantastic opportunity – to be invited – to attend the International Luxury Travel Market (ILTM) held the first week of December, in beautiful Cannes, France. It is a 'meeting of the minds'... bringing together vendors who specialize in upscale, unique and luxury products with travel advisors who sell a high volume of those products as well. Knowing that only 1,600 travel advisors (worldwide) are invited to this prestigious event, I felt very honored having been chosen after a lengthy selection process by the European and American event organizers.

Once I was chosen, the work really began. From a list of nearly 1,000 luxury suppliers, my task was to review each of their credentials and narrow down to 60 of those we would like the opportunity to meet. Then, from that number, I was assigned to 30 – 40 suppliers... either those I selected or those who requested to meet with me.

It's easy to see why Cannes, France was chosen for a luxury event such as this; located on the Mediterranean Sea, it is known as one of the haunts of "the rich and famous". My meetings were all held in the building that houses the annual Cannes Film Festival. For three solid days I was scheduled for continuous 20-minute appointments and my evenings were spent participating in networking events – to meet and mingle with fellow luxury buyers and sellers from all over the world. The vendor participants were unique and varied, representing every area of the world.

What was the most interesting 'request' I learned about from one of the vendors you may ask? A honeymoon couple had come to them and said their dream was to have a private candlelight dinner in the Accademia Museum in Florence, Italy (tableside) by the *Statue of David*. Was this vendor able to 'deliver'? Absolutely! For 20,000 Euros (approximately \$27,000 USD), they were able to close the museum and arrange this couple's private dinner.

Having (at my fingertips) the connections I made at this event is very exciting indeed! I look forward to assisting all of my clients in making 'their dreams' come true, no matter the dollar amount. **Remember, I sell the world!** Please contact me at 608-791-8358 or JoAnn.Buening@TravelLeadersgo.com whether you are looking for a private tour, an outrageous experience or something you may have dreamed about, but don't know just how to make it happen. I would love to help make that dream come true!

To view my bios, stories, photos and - most importantly - testimonials from just a few of the thousands of happy, repeat clients I have helped to realize their dream - please check out our website www.TravelLeadersgo.com. Or, if you're interested in my Luxury Travel credentials, you'll find them under a separate story, entitled [My Luxury Travel Credentials ...](#) **Check it out!**

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