

Outside the offices of Trafalgar Travel.



GLADSTONE TAYLOR/PHOTOGRAPHER

Trafalgar Travel's Peter Monteith, vice-president, sales, and Michelle Davis-Roper, executive vice-president.

every travel need from ground to air to hotel to entertainment and all other requirements that they may desire from the start to the end of a trip. This makes things much easier for business travellers and large corporate entities. "We are now able to provide instant and timely information to CEOs and business executives who are always on the go.

And, as Graham stressed, Trafalgar Travel is not about to change focus. After all, there is no limit to what they can do. "For the future, we will continue to use technology to expand from a mere travel agency to a travel management company. And the recent addition of a marketing department specifically geared to selling our new services is leading that initiative. Online access to tickets does not kill business and is not necessarily cheaper for the user, that's a myth," Graham said.

He pointed out that his company now sees the Internet as a distribution network that enhances the business making them able to do bookings for anywhere in the

world, thereby delivering travel solutions to their clients.

For winning the top awards five of the six years since its inception, Graham is gratified. The awards, which are described as the 'Oscars' of the travel industry, are arrived at by major industry players who nominate them in the categories and post them online for voting and tallying. This year, Trafalgar Travel won the Caribbean's Leading Travel Agency award which is an extremely prestigious award, proven to substantially heighten the winner's international profile and provide a highly effective advantage in making its sales and marketing stand out from the rest of its competitors.

A phenomenal 213,000 industry professionals participated in the voting process, which is scrupulously monitored and independently audited.

The agency has also received the honour of being number one among all carriers and among most hotel chains.

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