



# Guru Travel Academy

WEEK 2

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## Welcome to Guru Travel!

### Overview

Week 2 empowers you with essential marketing strategies and in-depth destination knowledge to elevate your travel advisor career. You'll master client relationship management and implement effective marketing techniques using the Guru Travel Marketing Blueprint. We'll explore top-booked all-inclusive resort brands like the Hyatt Inclusive Collection—Guru Travel's #1 seller—and Sandals and Beaches Resorts, perfect for honeymoons and family getaways. Discover the unique selling points of each brand, enhancing your ability to craft personalized dream vacations. Get ready to become a destination expert in Mexico, the Caribbean, and Hawaii, catering to diverse client preferences. This week culminates in a deeper understanding of sought-after destinations and a strong marketing foundation for continued success.

### Summary

<b>Date</b>	
<b>Key Information</b>	Guru Travel CLIA Number: 00447252 <hr/> Guru Travel Vax Agency Number: 9732297917
<b>Passwords</b>	
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# Relevant Resources

## Mission, Vision, Core Values

Print the pdf and become fluent with our mission, vision, and core values.

## Reading Materials

Download or purchase a copy of Unreasonable Hospitality by Will Guidara. Due on week 3.  
Kelly loves this book on Audible, it is read to you by Will Guidara himself!!

# Homework

	
	
	

