



Off Broadway Travel

Member Since: October 1997
Proprietors: Paul Rice and Tricia Conroy Smith

Celebrating
10 years!

After numerous years of working in the travel industry, Tricia Conroy Smith and Paul Rice felt ready to venture into owning their own travel agency. Their wealth of experience and expertise helped them immensely along the way. They both shared the same vision to operate a successful and highly regarded travel agency where they could take the lead. "We have always worked in the travel industry but had worked as employees. We liked the technology that The Global Travel Group had to offer and decided to open up our own shop."

In 1997 The Global Travel Group was there to assist in developing their vision by offering continuous support and suggestions. An established client base developed from previous travel work meant they were in a strong market position from the start. "As we have been in the business for so many years, we had a lot of clients who wanted to book with us in our new agency."

Off Broadway Travel specialises in luxury and long-haul holidays. A small, friendly team of staff help to give the agency a "family-like" atmosphere. They have enjoyed sustained growth from repeat clients, which has developed largely from word of mouth advertising and regular leaflet drops.

Being a Global Travel Group member has enabled Tricia and Paul to offer their clients special breaks due to the fantastic deals that The Group can negotiate. The TritonSearch system has been great in processing bookings fast, effectively and simply.

When asked what advice they would give to new Group members, Tricia and Paul suggested the following:

- Keep training – aim to learn something new everyday
- Be prepared to work long hours and change with the times
- Go the extra mile
- Remember all your clients, make them feel special

We wish Tricia and Paul continued success in fulfilling their vision of becoming North-west London and Hertfordshire's leading luxury agent. We also wish to congratulate them on recently celebrating their 10th Anniversary as successful members of The Global Travel Group.