

# Destination Ventures, Ltd.

## Bringing Foreign Destinations to Travel Agents in North America

Facing slowly shrinking demand and support for their live seminars in the travel industry, Destination Ventures decided to take a shot at online learning. Other companies were offering online training at the time but Vice President Greg Custer was not impressed, "We were disappointed with the caliber of e-learning in the industry." They found Mindflash and soon began constructing their first courses.

Since that time, online training has transformed their business. Destination Ventures is now more efficient and their training courses are more effective. They are growing and continue to add new clients. Mindflash allows them to spend less time in front of classes and more time on the road meeting with prospective clients.

### Challenge

Prior to launching their online training courses, Destination Ventures was facing declining enrollment at their live seminars. Travel destinations were still eager to inform travel agents about the merits of their location and travel agencies were wanted their agents to be well informed but the costs were becoming prohibitive. Says Greg Custer, "Live events are too costly to produce. We saw fewer and fewer clients willing to underwrite the expenses (catering, travel, shipping, etc.). This meant less work for Destination Ventures." Destination Ventures needed to find a new way to bridge the gap between the destinations they represented and the agents that needed to be informed.

### Solution

Destination Ventures turned to online training courses to deliver their message. Competitors were already offering online courses but Destination Ventures did not like what they saw. After finding Mindflash on the Internet and determining that Mindflash had the tools they needed to launch their courses, Destination Ventures selected Mindflash due to the flexible pricing plans and the fact there was no upfront obligation. Destination Ventures hoped their online course offerings would be as successful as they have been but they needed a tech partner that would allow them to grow. "Mindflash was an ideal partner because our up-front investment was minimal, customer support is stellar and frequent product updates make the platform better as time goes by", says Greg.

### Impact

e-Learning has had a profound impact on Destination Ventures. They currently deliver about 60% of their courses via online training. Their program has been met by great enthusiasm with their customer base. Since launching their training courses at the end of 2003, their customers have completed more than 14,000 courses – all delivered via Mindflash. Aside from the happy customers, Destination Ventures has realized the common e-learning benefits: reduced staff costs, improved profitability, lower overall operational costs.

However, for Destination Ventures, the impact was much larger. Delivering online courses effectively has allowed them to greatly expand their reach. They have received significant interest from vacation destinations throughout the world. Recently, they signed a deal with Expedia and the United Nations Foundation to promote World Heritage sites. They will be using their Mindflash portal to train agents as well as consumers. Destination Venture's courses will help Expedia's partners understand and embrace the importance of UNESCO World Heritage and sustainable tourism.

## MINDFLASH Case Study

INDUSTRY Travel Industry Training

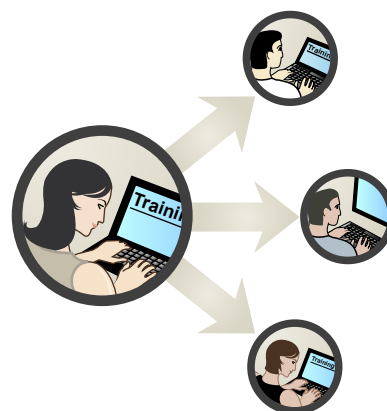
LOCATION Bend, OR

LEARNERS 8,000+

ADMINISTRATORS 2

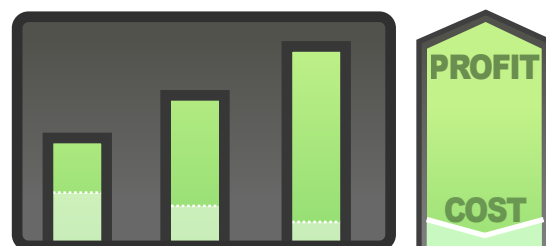
CONTENT CREATORS 2

COURSES 20



### QUICK ONLINE TRAINING

Switching to online training reduced the cost associated with live events + increased Destination Ventures reach.



### GREATER MARGINS

With 14,000 course completions Destination Ventures has been able to maximize training value to customers.

[Free Trial](#)

[More Case Studies...](#)

WildBlue Communications  
Aquatic Training Institute  
Destination Ventures, Ltd.