

T.A.S.K.™ Lab Launches January 21, 2026: The Weekly LIVE Virtual Training

Built to Separate True Travel Professionals from “Order Takers.” New program addresses the widening gap between properly trained travel advisors and untrained hobbyist sellers at a time when consumers need expertise, transparency, and real support.



Palm Harbor, Florida Dec 18, 2025 ([IssueWire.com](https://www.issuewire.com)) - As travel becomes more complex, more expensive, and more vulnerable to disruptions, consumers are realizing a hard truth: who you book with matters. At the same time, the industry has seen a surge of newly minted advisors, low barrier hosted sign ups, and AI assisted booking promises, creating a widening divide between advisors who are truly trained and those who are not.

To meet this moment, award winning travel educator and agency owner Tammy Levent announces the launch of **T.A.S.K.™ Lab**, debuting January 21, 2026. The program is a weekly LIVE virtual coaching and training experience designed to help travel advisors operate like real travel entrepreneurs rather than hobbyists, while helping protect consumers by raising the standard of education, accountability, and results in travel selling.

T.A.S.K.™ (Travel Agent Success Kit), the education program behind the new Lab, has been an award winning travel advisor training program for close to 15 years. It has trained over 3,000 travel advisors who have collectively generated more than 200 million dollars in travel sales.

“T.A.S.K. Lab was created because we are no longer in a world where an advisor can rely on AI, templates, or guesswork,” said Tammy Levent. *“Consumers deserve to know where their money is going, what they are buying, and who is responsible when something changes. The right advisor is still the best option versus booking online, but only if that advisor is trained, confident, and operating with real strategy behind the sale.”*

Why This Matters Now: AI Is a Tool, Not a Travel Professional

AI can draft suggestions, but it cannot reliably replace the realities of travel advising. These include supplier accountability, payment structures, cancellation terms, re accommodation, destination logistics, and client specific decision making. Most importantly, it cannot take responsibility when plans change.

With consumers investing more than ever into travel, the stakes are higher, yet advisor training varies widely. Many new entrants are under mentored, part time, or operating without core business education. For consumers, the result can be confusion, poor guidance, and financial risk.

The Consumer Message: Vet Your Advisor Like You Vet Any Major Purchase

T.A.S.K. Lab is built on a simple consumer truth: travel is a major purchase, and buyers should know exactly what they are purchasing and who is accountable. Tammy Levent encourages consumers to ask direct questions, including:

- What suppliers are you booking and why
- What are the cancellation and change terms, in writing
- What protections exist for the traveler’s investment
- What happens if flights, hotels, or vendors change
- What training and experience does the advisor have

What T.A.S.K.™ Lab Is

T.A.S.K. Lab is a weekly LIVE virtual program delivering practical coaching and training to travel advisors, both new and seasoned. The program focuses on modern selling, profit strategy, and building a sustainable agency in today’s marketplace.

The program includes:

- Weekly LIVE coaching and training sessions
- Replay access if an advisor misses a session
- Live Q and A every other week
- A growing library designed to build more than 100 hours of training over time
- Enrollment structured to support an interactive, high touch learning environment

What Advisors Will Learn

T.A.S.K. Lab is designed to produce outcomes, not just inspiration. Training includes:

- Profit strategy including protecting margin, smarter selling, and pricing mindset
- Luxury lead generation and attracting higher quality clients
- Marketing that converts through positioning, messaging, and visibility
- Client qualification to eliminate time wasters and close better

Cash flow and business systems to run an agency like a business
Websites, itineraries, advertising, and tools that support growth
A new way of selling based on how consumers actually buy today

Why Tammy Created It

T.A.S.K. Lab was created in response to a shifting industry. Consumers want support, but they also demand transparency and expertise. Advisors now compete in a marketplace flooded with online booking options, AI generated suggestions, and low barrier advisor sign ups. The differentiator is no longer access. It is education, strategy, and accountability.

“T.A.S.K. Lab exists to raise the bar,” said Levent. *“It is not enough to call yourself an advisor. You must know how to protect your client, protect your business, and deliver a level of service and expertise that online booking will never provide.”*

Launch Details

Launch Date: January 21, 2026

Waitlist: Open now. Early access and introductory offer details will be released to the waitlist first

Questions: info@travelagentsuccesskit.com

About Tammy Levent

Tammy Levent is an award winning travel educator and the founder of **T.A.S.K.™ (Travel Agent Success Kit)**. She is also the owner of Elite Travel Management Group, Inc., a long standing travel agency known for high touch planning and advisor education. Tammy is recognized for helping advisors build profitable, sustainable businesses through practical training and modern sales strategy.

MEDIA CONTACT

T.A.S.K.™ Lab

Travel Agent Success Kit

Email: info@travelagentsuccesskit.com

Website: <https://travelagentsuccesskit.com>



Media Contact

Farrow Communications

*****@farrowcommunications.com

866-949-6868

640 Ellicott St. STE 450 Buffalo NY, 14203

Source : Farrow Communications

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