

# LUXURY TRAVEL ADVISOR'S TRENDSETTERS FOR 2017

## MELISSA LEE Royal Travel & Tours

MELISSA LEE has only been a luxury travel advisor for two-and-a-half years, but within that time she has been able to make a name for herself at Royal Travel & Tours. In fact, Lee is so successful in her career that her projected 2017 sales levels are expected to see a 175 percent increase over 2016 sales.

“I am in the enviable position of working in an industry that I am passionate and excited about. I genuinely love helping my clients, think about travel destination and planning all aspects of their travel,” she tells *Luxury Travel Advisor*. “I am incredibly motivated and hardworking to keep my business and my agency’s brand and reach growing and evolving.” Lee even took the initiative to rebrand the agency’s website and increase its site content.

“My agency supports my creative marketing ideas and allows me to develop and implement my own marketing campaigns to increase my agency’s and my personal brand awareness and reach. I am an ideas girl and my ideas are both encouraged and supported to allow me the opportunity to connect with my clients in unique and creative ways,” Lee says. She is currently in the process of utilizing new sales platforms on social media to attract new clients and entice existing clients to book new travel.

Lee prides herself on being extremely well-traveled and spends ample time keeping current on the latest destination hotspots



and new hotel and resort openings. When planning a trip for a client, Lee goes beyond booking the basics of the trip, researching and background-checking unique experiences of the destination to provide concierge planning on what to see, do and eat in a particular destination on the client’s travel dates. Her attention to detail comes naturally, as she previously started off in sales and marketing in the commercial production industry before making the decision to become a stay-at-home mom to raise her four children in Chicago.

“I did live for one year in Hong Kong and one year in Beijing, and spent one summer living in Aix-en-Provence, as well as living in New York, San Francisco and Colorado,” she tells us. “My mother is Swedish and I have a lot of family living in Europe, who I visit often. My parents

have lived and traveled throughout the world and they made it their mission to share their love of travel with their four children. We traveled far and often, and before I graduated college I had visited six continents.”

Always on the move, Lee was last in South Africa in March and April 2017, visiting The Royal Portfolio properties (The Silo, Birkenhead House, La Residence and Royal Malewane). Next on her list of must-sees are the Aman Resorts in China: Amanfayun in Hangzhou, Amandayan in Lijiang, Aman Summer Palace in Beijing and Amanyangyun in Shanghai.