

FOR IMMEDIATE RELEASE

## **New classes and interactive labs highlight upcoming MLT University**

*MLT Vacations opens registration for annual educational event*

**ATLANTA** (June 25, 2015) – More than 20 new classes, interactive web-based learning labs, increased hotel and destination partner participation and a new Friday start date are just some of what's new this year for travel agents attending MLT University 2015 (MLTU).

Registration is now open for MLT University, the travel industry's premier educational seminar series, tradeshow and networking event. Set for Sept. 25, 26 and 27 at the Minneapolis Convention Center, travel agents can register for MLTU 2015 by clicking the "Register Now" link at [www.mltuniversity.com](http://www.mltuniversity.com).

"MLT University is always evolving to meet the educational and business development needs of our travel agency customers," said MLT Vacations President John Caldwell. "With new classes, even more representation from our partners and a shift to a convenient Friday start date, this year's event has plenty to offer new and returning MLTU attendees."

More than 70 destination, specialty and business development classes are available for travel agents registering for MLT University 2015. Among these are 22 new classes that have been developed based on travel agency feedback. These include:

- River cruises – Presented by Avalon Waterways
- Selling Japan – Presented by Associated Tours Ltd.
- Ixtapa and Zihuatanejo for families - Co-presented with the Ixtapa and Zihuatanejo Tourism Board
- Exotic dive - Presented by Caradonna Dive Adventures
- And, new classes dedicated to regional updates for Mexico, the Caribbean and Europe

Also new for 2015, MLTU attendees have more business development subjects to choose from that feature intermediate and advanced levels. These classes, which are focused on growing business and closing more sales, allow travel agents to customize their MLTU experience based on their skill level, knowledge and business model.

The new class offering also includes three interactive, web-based learning labs. Laptops are provided for these hands-on sessions that focus on best practices, tips and tricks for two key pieces of MLT Vacations technology, [WorldAgent Direct](#) and the company's Marketing Hub.

Along with new classes this year, MLTU 2015 features more hotel and destination partner classroom participation. In all, representatives from 28 destination and hotel partners are teaching MLTU classes.

These include 10 destination classes that are now presented by destination partner representatives. MLT Vacations' hotel partners are offering 14 classes, which include six new advanced specialty classes from:

- Barceló Hotels and Resorts
- Hard Rock Hotels
- Melia Hotels International
- Palace Resorts
- Playa Hotels and Resorts
- Riu Hotels and Resorts

MLT Vacations is an innovator in providing education and destination resources to the travel professional community. MLT University is recognized as the nation's premier leisure travel industry educational seminar series. In 2014, the event attracted more than 2,400 travel agents and 250 destination, hotel and tour partners.

WorldAgent Direct is MLT Vacations' exclusive web portal for travel agents, and MLT Vacations' Marketing Hub is the company's web-based tool that helps travel agents create custom marketing collateral.

The event will be promoted on social media using #MLTU2015. For more information about MLT University 2015, travel agents can visit [worldagentdirect.com](http://worldagentdirect.com), email [mltu@mltvacations.com](mailto:mltu@mltvacations.com) or call 1-800-727-1111.

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**About MLT Vacations –** ([www.mltvacations.com](http://www.mltvacations.com)) MLT Vacations, a wholly-owned subsidiary of Delta Air Lines, is a leading U.S. provider of vacation packages for travel agents and consumers. The company offers its customers convenient one-stop shopping for custom-creatable vacation packages that combine Delta and codeshare partner flights with stays at more than 4,000 hotels and resorts worldwide. Travel agents can also add rental cars and choose from hundreds of commissionable tours and excursions for their clients. MLT Vacations manages Delta Vacations, in partnership with Air France Holidays and Alitalia Vacations, and Aeromexico Vacations. For more information, travel agents can visit [www.worldagentdirect.com](http://www.worldagentdirect.com) and Twitter [@MLTVacationsPR](https://twitter.com/MLTVacationsPR).