



Agent spotlight

CUSTOMER PROFILE

Sundance Travel

Phoenix agency is open 24 hours a day to provide solutions for stranded travelers

Nancy Wolfe's love affair with travel began during her childhood in Ethiopia. At age 17, it took wings as a lifelong passion on her first job as a flight attendant for Ethiopian Airlines, where she developed empathy for passengers far from home who found themselves in unexpected situations.



Despite best-laid plans, the unpredictable happens, she says. Wolfe's agency, Sundance Travel, found a niche in being available to clients at any hour of the day—or night. Wolfe founded the Phoenix, Arizona, agency in 1979; soon after, she implemented 24/7 emergency travel services.

An agent is always on hand to assist clients with any issue, Wolfe says. Sundance Travel, a branch of Tzell Travel Group, is also unique in that it provides clients with secure parking at the 300-car airport parking lot it owns and operates. The agency's primary focus is corporate travel management, meetings and incentives.

Amadeus recently caught up with Wolfe to talk about Sundance's around-the-clock services.

What makes Sundance Travel unique?

We're the only travel agency in Arizona that is open to the public 24/7; our phones are always answered by a trained travel agent, not a call center. We also offer airport parking and shuttle to and from our lot, which is close to the Phoenix Sky Harbor International Airport. We're very excited to now offer after-hours emergency service to other corporate travel agencies.

When did you begin offering 24/7 service?

In 1985, we opened our airport parking lot, which led to us becoming a 24-hour travel agency. We thought about outsourcing our after-hours service, but that wasn't feasible. Then we thought that other travel agencies might have the same need to take care of clients outside of regular business hours, so we decided to promote our after-hours emergency travel services to them. It was a natural add-on for us.

You got into the travel business at an early age. Tell us about that.

My parents were Egyptians, but I grew up in Ethiopia where my father was an English grammar teacher. When I was 17, I became a flight attendant for Ethiopian Airlines and worked there for three years. Then I met someone and got married and we came to the United States. I went to Portland State University and graduated with a degree in business management. I immediately started Sundance Travel. My interest has always been in travel and starting an agency was a natural progression. I love what I do.

What is the secret of your success?

The key to my success is to not just have ideas—but actually implement those ideas. Like Nike says, "Just do it." All of my ideas—the parking lot, 24/7 service, the after-hours business for other agencies—are in place now. I just have to grow them. Another key is having knowledgeable, experienced staff. Most of my staff has been with me since the beginning of the company. I can count on them.

How has Amadeus helped you achieve your goals?

Amadeus is a well-run company and their customer support has been tremendous. Amadeus' support, coupled with a great product, makes it easy for us to concentrate on promoting our services. With Amadeus, we don't have to worry about the functionality of our equipment. We have an excellent working relationship.