



Fresh Tracks Canada expands sales representation into USA

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Fresh Tracks Canada, the Canadian vacation experts, have recently appointed sales representatives outside of their headquarters in Vancouver, British Columbia, Canada to expand reach in the United States. Bill Boden and Carol Sage have been brought on as part of the strategic direction to increase the visibility of Fresh Tracks Canada to travel agents in their respective regions.

Representing Fresh Tracks Canada in the Bay Area of California, Bill Boden has over 30 years' experience in the tourism industry with a proven track record for increasing exposure and sales for Tour Wholesalers and Travel Agents. Operating Boden Travel Marketing Assoc. Inc, for the past 24 years, Bill has represented numerous international travel brands, his passion for Canada stemming from his previous work with BC Rail.

Carol Sage has over 30 years' experience in sales and marketing in the international travel industry, and represents Fresh Tracks Canada in her dealings with Travel Agent contacts in the south eastern US including Georgia, Florida, North & South Carolina, Tennessee and Alabama. Working as an independent travel representative for the past 20 years, some of her clients have included El Al Israel Airlines, Delta Airlines, British Airways and Caribbean resorts.

"We want to ensure that travel agents know that our passionate and knowledgeable Canadian experts are here to help them with every detail, big or small, creating the best trip for their clients," says John Parker, CEO and co-founder of Fresh Tracks Canada. "Canada is a big country and our agents can help tailor the perfect getaway, from suggesting a local festival, a hidden gem or the best side of the train to travel on."

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