



Technology Is Tops At Oldest Travel Agency In America

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Birmingham, Alabama ? Today, Brownell Travel unveils a state-of-the art interactive video wall in their Birmingham headquarters. Brownell, the oldest travel agency in North America, has made technology and innovation a priority since the advent of personal computers in the early 1980s. Innovation has been a key differentiator for the company, allowing Brownell to grow to become a \$160 million powerhouse while the majority of traditional brick-and-mortar agencies succumbed to the rise of the Internet.

Brownell?s ?Wall to the World? will allow travel advisors, clients, and travel suppliers to connect in real-time and sparkling high-definition. The TV display, spanning more than 10 feet, was conceived and installed with the help of Birmingham-based Switch Audio Visual.

Some planned applications are live, virtual tours of hotels and resorts as well as global travel training via advanced video-conferencing.

Brownell will also be able to connect clients with their local contacts in destinations around the world for ?meet and greets? and Q&A sessions.

?Imagine being able to meet your local guide and start forming a relationship before your trip,? said Haisley

Smith, Brownell Vice President of Marketing and Development. ?This technology will eliminate pre-trip anxiety and help us introduce our clients to the local people who will be taking care of them in a meaningful way.?

In the coming month, Brownell will welcome a group of travelers into the office for a sneak peek at a few of the resorts and lodges they will visit during an upcoming trip to Australia and New Zealand.

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Brownell

Brownell is the oldest travel agency in North America, specializing in luxury and experiential travel. Since 1887, Brownell has been planning exceptional travel experiences around the world that allow clients to DISCOVER MORE®.

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