

FLY  WATER
TRAVEL
THE WORLD AWAITS



FLY WATER TRAVEL

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HELPING FLY SHOPS SUCCEED IN SELLING TRAVEL



Sunset on the Cuban Flats.
Photo: Jon Covich



WHY SELL TRAVEL

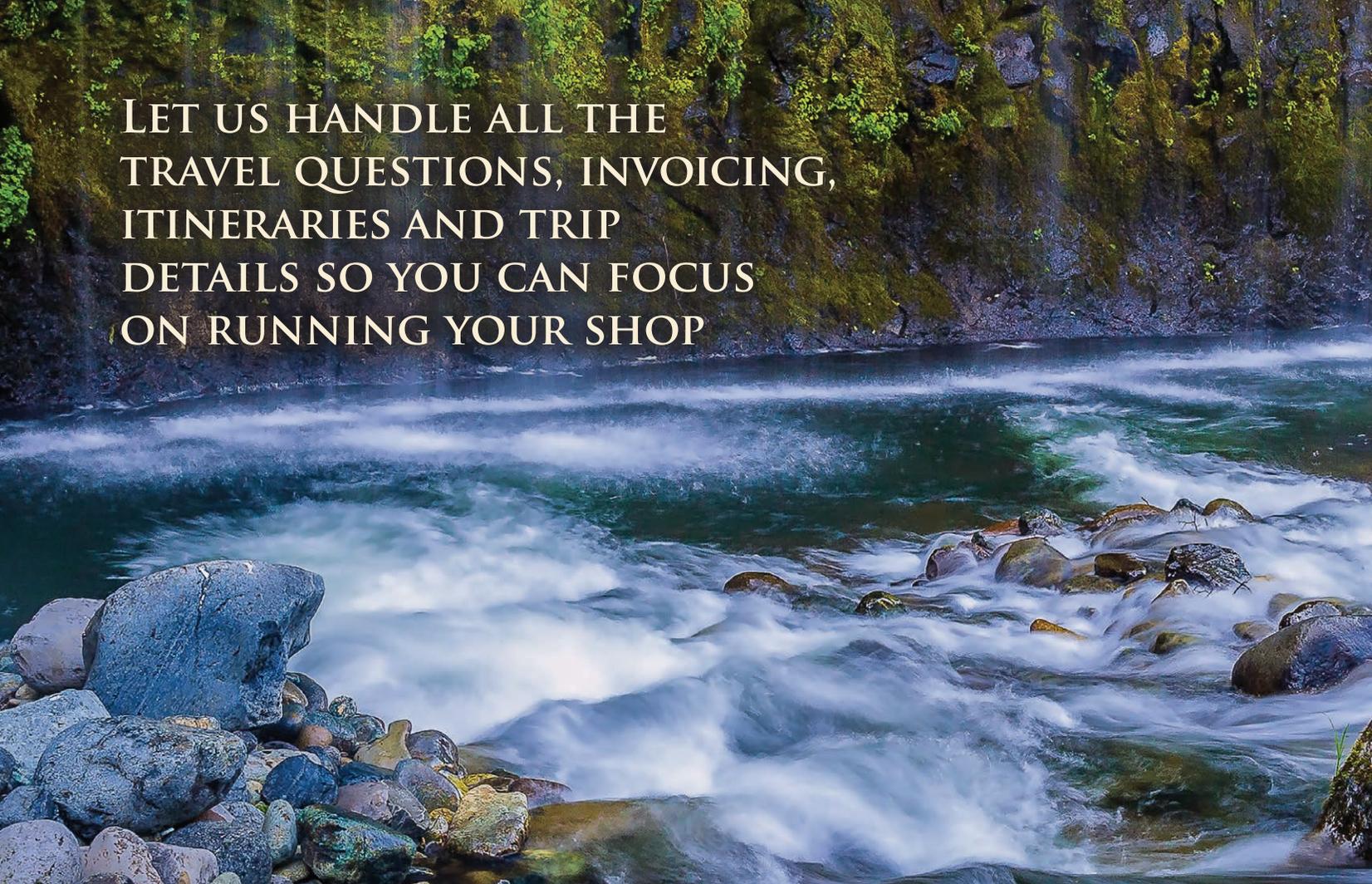
- 1 Growth:** Travel is a significant, growing category in the fly fishing market that you can easily tap into.
- 2 Tackle Sales & Referral Commissions:** Traveling anglers are buying tackle for upcoming trips and booking new destinations; take advantage of both.
- 3 Customer Relations:** Offering travel lets you further engage with your customers, both in-store and online. Fly fishing destinations offer incredible content to share via your channels.
- 4 Product Selection:** Fly fishing destination travel is an exciting and diverse line of new products to offer your customers. Give your customers another reason to seek your advice and assistance.
- 5 Low Cost, High Benefit:** There is no inventory commitment to ‘carry’ and book the destinations, only opportunity.

“For years, we wanted to start a travel program but didn’t want to persuade customers to invest their valuable time and money into a trip with which we had inadequate experience. We knew we needed an expert travel partner.

Fly Water Travel’s attention to detail and expertise of the variety of fishing locations was obvious from the beginning. Trip descriptions, travel details, and tackle recommendations have been remarkably spot on and every member of the FWT team has been a pleasure to work with.

Fly Water Travel has delivered exactly what we hoped for in a travel partner. We rely on their expertise with absolute confidence and consider them to be a fantastic partner.”

– MICHAEL BENNETT, PACIFIC FLY FISHERS



LET US HANDLE ALL THE
TRAVEL QUESTIONS, INVOICING,
ITINERARIES AND TRIP
DETAILS SO YOU CAN FOCUS
ON RUNNING YOUR SHOP

Creating the West's most respected, progressive and ethical fishing travel company has been a journey. Ask any of us at Fly Water Travel what drives us, and we will reply, "creating the ultimate service company for traveling anglers, shops and outfitters alike."



ABOUT FLY WATER TRAVEL

We have been helping anglers experience the world's finest fly fishing destinations since 1999. We take our jobs seriously and have built our business in the same way that many fly shops have built theirs, through service, advice and building relationships. At Fly Water Travel, we believe that each and every one of us should do what we are best at. Fly shop staffs should be engaging their customers on the sales floor, guides should be putting their clients on fish and travel professionals should be on their phones and email answering questions and compiling important details. Done well, each is an art. Fly Water Travel enables shops to leverage their existing client relations and goodwill to succeed in selling fishing travel without interrupting their daily work flow. In short, we help you sell and host the best angling destinations in the world with a minimal investment of time, zero inventory and a full-time staff of twelve to service you and your clients' travel needs. We also help you outfit your traveling customers with firsthand, expert advice on the appropriate tackle for each of our destinations.



REFER YOUR TRAVELING
CLIENTS ONCE AND PROFIT
FROM THEIR FUTURE
TRAVELS FOREVER

*Mossbrae Falls, Northern California.
Photo: Ken Morrish*

OUR SERVICES

- We help you sell high-value angling experiences by providing content to present and promote exciting angling destinations
- We offer Top Hosted Destinations for your shop's hosted trips
- We provide commissions for referrals for the life of your client or our business relationship
- We handle all invoicing, collections, itineraries and trip details
- We provide frank, friendly, first-hand advice on over 200 fly fishing destinations
- We provide a constant stream of high-quality, social media-ready promotional content
- We will help increase your tackle sales by directing your referrals back to your shop
- We help your customers arrive well-prepared and with realistic expectations
- We are responsive, professional and serious about service
- We offer a suite of inspiring product, enabling you to engage and further capitalize upon your existing customer relations

“I have hosted several trips through Fly Water Travel. With their help, my guests and I have adventured to fly fish many exciting destinations including the Russian tundra, Mexican mangroves, Bolivian jungles and the majestic wilderness of British Columbia. Ken and Brian’s team at Fly Water Travel are knowledgeable and dedicated experts in their fields. Their customer service and attention to detail is first class.”

– PETE HUMPHREYS, ROCKFORD, MI



MEET OUR TEAM

With a staff of 12 full time travel professionals, firsthand knowledge on over 200 of the world's best angling destinations and a passion for service, we are ready to help your shop succeed in fly fishing travel.

FOUNDERS

Ken Morrish

Ken has spent the last 30 years in the fly fishing industry working as a guide, retailer, instructor and travel specialist. He is a well-known writer, photographer and fly designer for Umpqua Feather Merchants. Ken's areas of expertise include British Columbia, Russia, Iceland, Bolivia, Costa Rica and Brazil.
ken@flywatertravel.com

Brian Gies

Brian is one of the most widely traveled and well-informed anglers in the industry and the business smarts behind constantly improving Fly Water Travel's systems and level of service. Brian's areas of expertise include New Zealand, the Seychelles, Africa, Bolivia, Mongolia, India and Christmas Island.
brian@flywatertravel.com

SALES TEAM

Charles Gehr, Destination Manager

American West, Canadian Rockies, Spring Steelhead and Speywater Lodge
charles@flywatertravel.com

Dylan Rose, Destination Manager

Christmas Island, Mexico, Belize, Cuba, Venezuela and the Bahamas
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David Kalinowski, Destination Manager

Alaska, Kamchatka and Pacific Northwest
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Andy Archer, Destination Manager

Yucatan, Christmas Island and Pacific Northwest
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Mike Wedding, Destination Manager

Patagonia and Tierra Del Fuego.
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Max Salzburg, Destination Manager

Europe, Mongolia and Brazil
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Jon Covich, Cuba Specialist and

Western States Representative
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Jesse Robbins, Pro Sales Manager

jrobbins@farbank.com

SUPPORT TEAM

Shannon Baily, Travel Coordinator

Cuba, Mexico, Christmas Island, Russia, Iceland, New Zealand and the Rockies
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Noël Nelson, Travel Coordinator

Africa, Bolivia, British Columbia, India, Seychelles and Mongolia
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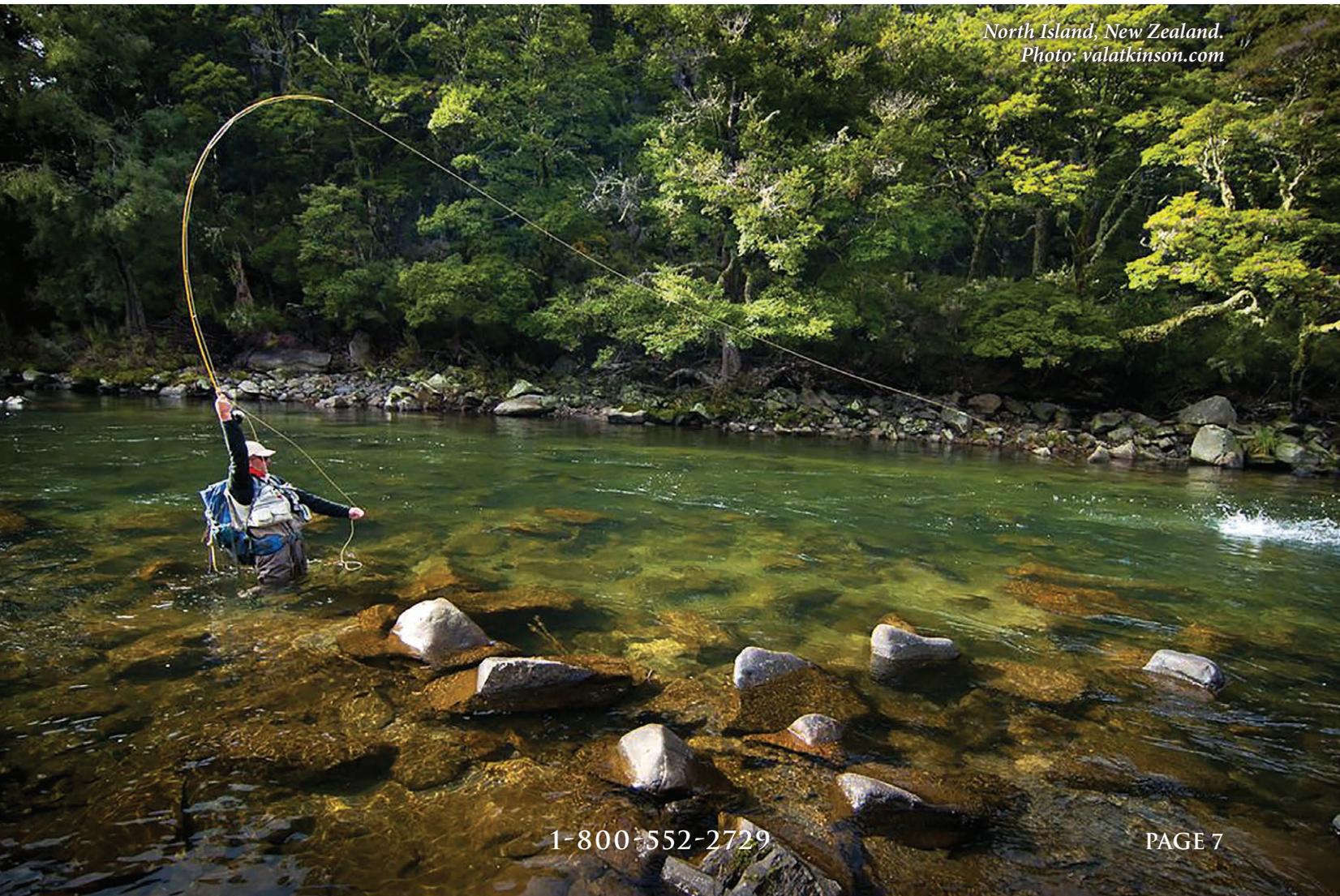
ACCOUNTING

Gina Reginato

gina@flywatertravel.com

HOW TO GET STARTED

- 1 Engage your clients on the subject of fishing travel:** Do they have trips planned? If so, where and through what company? Are there future trips they have been considering? Have they heard of Fly Water Travel? If not, might they like to receive a catalog and weekly travel email?
- 2 Use our Dealer Kits to share and promote destination information with your customers:** Post the content to your website, social media channels and in-store to inform and inspire your customers. Share our destination-specific “Perfect Setups” with your customers to help drive tackle sales.
- 3 Host a trip:** Let us help you select the right destination for your customer base, and start promoting it. We provide all the tools to effectively promote and book the trip, and we have the experience to help you appropriately outfit your guests.
- 4 Use our catalog:** Our 100-page Global Angling Guide will get the attention and gain the respect of your most discerning customers. Show it to them in the shop, or forward us their mailing information and we will mail them one with a cover letter mentioning your name. At the same time, we will log them into our system as your customer, commissioning you for any and all future bookings.
- 5 Use our blog content:** Each week we will list current pertinent information on discount trips, prime openings and new destinations. This material is easy for you to lift and repost creating a steady stream of quality content for your media. Then using your custom agent code, ensure your shop is credited if your customers contact us about the destination.



*North Island, New Zealand.
Photo: valatkinson.com*

CLIENT REFERRALS

Virtually all shops have patrons, visitors and online viewers that spend significant money on fly fishing travel, but few shops benefit adequately from their travel business. Referrals are a great and easy way to take advantage of your customers' travel bookings. Fly Water Travel will help your shop monetize these relationships and get an ever-growing piece of the travel pie.

HOW CLIENT REFERRALS WORK

Call or email Fly Water Travel to pass on the customer contact and any other helpful information. We will enter the customer into our database, listing you as the agent. We'll then choose the appropriate salesperson to engage the client. The salesperson will do their very best to find the right destination for the client. If they book, the salesperson will let you know so you can engage them on their new tackle needs. Once we receive final payment from the customer, we send you 25% of our commission. If the same customer books another trip later, the same percentage of commission is yours. We will honor your referrals' commissions for the life of our working relationship.

- **Example:** A customer books a trip to Andros South, then books a trip to Alaska West after returning
2019 Rate: \$4,100 per angler (Andros); \$6,395 per angler (Alaska)
Shop Commission: \$154 for their first trip, \$240 for their second trip; \$394 in total
Tackle Sales: All tackle sales are the shop's; Fly Water Travel sends alerts about all bookings, so the shop can outfit the client

*Fly Water Travel's Brian Gies with
a Christmas Island G.T.
Photo: Dylan Rose*





*Planes at the ready,
Rapid Camps Lodge, Alaska.
Photo: Abe Blair*

HOSTED TRIPS

Let us help your shop select, promote and execute a wide range of exciting hosted trips. Check out our top hosted destinations and know that we offer more than 200 options. Once we have secured your week, we will help you with every aspect of the trip including promotion, tackle selection and sales, client invoicing and managing all client details.

SETTING UP A HOSTED TRIP

- Call or email Fly Water Travel and ask to speak about hosting a trip
- We will brief you on the expectations and then help you select the appropriate destination
- We will set the trip up with the lodge
- We will send you an email with all hosting details
- We will send you a custom-designed promotional email with live links to sign up for the trip
- We will send you photos, text, booking link, and details to present and post to your media channels (website, blog and other social media)
- We will provide you with a personal link so you can see the trip itinerary and details, as well as who has signed up and paid
- We will manage all client invoicing, lodge payments and trip details
- We will provide suggested gear lists and tools to sell tackle to your guests
- Having trouble filling your trip? We will help by promoting it on our media.
- Once everyone has paid we will send you 50% of all earned commissions
- **Example:** A shop staff member hosts a trip to Christmas Island

2019 Rate: \$2,570 per angler

Hosting Details: 7 paying anglers = 1 no-charge host

Shop Commission: \$385 per angler; \$2,695 in total

Tackle Sales: All tackle sales are the shop's

“I host four to five trips a year, most of them to international destinations. I would never have been able to make these trips such a success without the Fly Water Travel team. They know the lodges and the fisheries, and make it easy for folks to decide where they want to go.”

– JOHN BILOTTA, WASHINGTON, DC



TOP HOSTED DESTINATIONS

SALTWATER

CHRISTMAS ISLAND

Experience the world's most consistent year-round fishing for bonefish and trevally with skilled, warm-hearted guides.

Season: Year-round

Capacity: 12 anglers

ANDROS SOUTH LODGE, BAHAMAS

Delivering a comfortable, high-value, no-frills experience on some of the Bahamas' most productive flats.

Season: October–June

Capacity: 12 anglers

TARPON CAY LODGE, MEXICO

A casual atmosphere, friendly staff and skilled guides are coupled with an exclusive and remarkably productive fishery, making it our favorite juvenile tarpon destination.

Season: April–November

Capacity: 6 anglers

CUBA

American anglers can now legally experience the country's vast selection of pristine flats, the wonder of Havana and one of the world's most unique travel opportunities. With a multitude of live-aboard boats and land-based operations, this is the hottest saltwater destination going.

Season: Year-round

Capacity: 6-12 anglers

GRAND SLAM LODGE

Grand Slam Lodge is a luxury fly fishing oasis near Punta Allen, Mexico. Suitable for hard-core anglers and non-angling companions alike.

Season: Year-round

Capacity: 22 anglers

PESCA MAYA LODGE

Sitting on a beautiful white sand beach, Pesca Maya offers anglers secluded access to Ascension Bay, featuring highly skilled in-house guides.

Season: Year-round

Capacity: 14 anglers

TURNEFFE FLATS LODGE

Turneffe Flats has been providing world-class experiences for the better part of three decades. Bring the family to this amazing Belizean paradise.

Season: Year-round

Capacity: 16 anglers

ISLA DEL SABALO

Isla Del Sabalo is the Yucatan Peninsula's most remote and prolific baby tarpon camp. This destination is the frontier of baby tarpon fly fishing.

Season: May–September

Capacity: 6 anglers

ALPHONSE ISLAND, SEYCHELLES

The original tried and true Seychelles operation where world-class fishing and diving are complimented by outstanding accommodations.

Season: October–April

Capacity: 12 anglers

FARQAHAR ATOLL, SEYCHELLES

Farquar's reasonable size, varied flats, coral-strewn lagoon and prolific blue-water fishery make it one of the world's best multispecies destinations.

Season: October–April

Capacity: 10 anglers

FRESHWATER

HEALING WATERS LODGE, MONTANA

One of Fly Water Travel's most popular destinations for all the right reasons.

Season: April–October

Capacity: 18 anglers

EL RANCHO PINOSO, COLORADO

Colorado's ultimate private water retreat.

Season: June 20–September

Capacity: 8 anglers

HARRISON HOMESTEAD, MONTANA

One of Montana's most intimate venues for small groups and families.

Season: May–October

Capacity: 6 anglers

ALASKA WEST

Alaska's most influential and productive multispecies tent camp.

Season: June–September

Capacity: 18 anglers

RAPIDS CAMP LODGE, ALASKA

The best-equipped and most versatile fly-out lodge in the state.

Season: June–September

Capacity: 20 anglers

FISHING BEAR LODGE, ALASKA

An intimate, family-run operation, perfect for groups wanting to step into the Alaskan wilderness with both feet.

Season: Mid-June–August; mid-September–early October

Capacity: 8 anglers

SPEY WATER LODGE, OREGON

Learn Spey casting and fishing techniques from the Northwest's finest steelhead guides.

Season: September–November

Capacity: 8 anglers

DESCHUTES JETBOAT CAMP, OREGON

Spey fish for steelhead with Sage Elite Pro guides.

Season: Mid-August–November

Capacity: 5 anglers

COYHAIQUE RIVER LODGE, CHILE

The gold standard for quality lodging in Chile's trout fishing mecca of Coyhaique.

Season: December–mid-April

Capacity: 8 anglers & 8 non-anglers

JURASSIC LAKE LODGE, ARGENTINA

Unquestionably the most prolific trophy rainbow trout lodge in the world.

Season: November–April

Capacity: up to 10 anglers

CAPITAN LODGE, ARGENTINA

Sight fish steep freestones, small creeks and trophy stillwaters in true wilderness solitude.

Season: November–April

Capacity: 6 anglers

TSIMANE, BOLIVIA

Likely the world's greatest exotic angling adventure.

Season: May–October

Capacity: Pluma Lodge–8 anglers, Secure/Agua Negra–4 anglers

SKEENA RIVER LODGE, BRITISH COLUMBIA

Where incredible guides and incredible value meet streamside.

Season: April–November

Capacity: 4–6 anglers



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