

**Will Medina Spirit Awards Nomination Form : Entry # 14835****Your name (as the person submitting the nomination)**

Hillary Albrecht

**Your email address**[hillary@tripsandships.com](mailto:hillary@tripsandships.com)**Your phone number**

6033919521

**The nominee's name**

Angela Hughes

**The nominee's business or organization**

Trips and Ships Luxury Travel

**The nominee's email address**[creative@tripsandships.com](mailto:creative@tripsandships.com)**The nominee's phone number**

6038603274

**For which award are you nominating this person?**

- The Community Over Competition Award

**Please explain why this person should be recognized for this honor. Share specific examples of the nominee's work and the impact on fellow advisors and the travel industry and the public at large. The more information you can share, the clearer picture the judges will have of your nominee's qualifications to be selected!**

Angela Hughes exemplifies the spirit of the Community Over Competition Award through her extensive contributions to the travel industry, her mentorship of fellow advisors, and her commitment to fostering a collaborative and inclusive environment.

**Mentorship and Education**

With over 40 years in the travel industry, Angela has dedicated herself to coaching and developing marketing strategies for travel professionals and companies. As the founder and CEO of Trips & Ships Luxury Travel, she leads a team of over 115 LUXE advisors, guiding them to excel in high-end tourism. Through her platform, Luxury Travel University, Angela consults and educates a diverse range of industry professionals, including advisors, DMCs, hotel brands, and cruise companies. Her comprehensive approach has helped elevate service standards and business practices across the entire travel sector.

Angela's passion for education is evident in her role as a former adjunct professor of Tourism at Brigham Young University, where she mentored students entering the industry. Currently, she volunteers with the BYU Pathways Worldwide program, working with tourism students from across the globe who have limited access to traditional education in areas such as Kenya, Congo, Ghana and South Africa. Through this program, she provides invaluable insights and skills, empowering the next generation of tourism professionals. Additionally, Angela serves on the educational board at ASTA (American Society of Travel Advisors), where she helps shape industry education and professional development.

Angela has also been instrumental in supporting emerging travel destinations. She has spent time lecturing and providing

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mentorship to destinations like Croatia, where she worked closely with the Croatian Tourist Board, teaching classes and helping elevate the country's presence in the luxury travel market.

This year, she continues her efforts in Croatia, working closely with and local stakeholders to help grow tourism in the region. Her commitment to teaching classes, providing mentorship, and sharing advanced market strategies has empowered local businesses to thrive. Angela's dedication to these initiatives demonstrates her commitment to giving back on a global scale and highlights her passion for helping destinations succeed in the luxury market.

### Community Impact and Industry Collaboration

Inspired by Will Medina's vision, Angela created the Facebook group Luxury Travel Social Media and Marketing, now a thriving global community with nearly 55,000 members. Through this group, Angela has offered countless hours of free mentorship, sharing her expertise in social media and marketing, significantly helping advisors grow their luxury travel /businesses. Her influence extends to prestigious media outlets like The Wall Street Journal, The Washington Post, AARP and Fox 35 TV, where she provides insights that benefit the broader travel community. Her expertise has been recognized internationally and locally with features in Travel Weekly, Travel Age West, Agent at Home, Compass, Travel Market Report, Insider Travel Magazine Travel Research Online, and Germany's LUXE magazine.

### Philanthropy and Giving Back

Angela's commitment to philanthropy is equally impactful. For over ten years, she organized volunteer trips pre covid through her non-profit organization, Color My World, creating meaningful change in underserved communities worldwide. These trips focus on sustainable humanitarian tourism, addressing critical needs such as housing, water, and sanitation. Angela's work sets an inspiring example for fellow advisors on integrating social responsibility into their business models, demonstrating that travel can be a powerful force for good. Her projects have developed a school in Pakistan, housing and sponsorship of gay and transgender young adults in Nicaragua, supporting and moving refugees in Ukraine, orphans in Guatemala, lost children in India, sewing projects in East Africa and kinder schools in Peru to name a few.

### Advocacy for Community Over Competition

Angela embodies the ethos of community over competition, fostering a collaborative environment among travel advisors. She shared a special connection with Will Medina, drawing inspiration from his message of lifting others. Shortly before Will passed away, Angela and Will shared the stage together at the World Romance Travel Conference in Mexico, where they both spoke about the importance of community, mentorship, and supporting one another in the industry. This moment underscores Angela's deep commitment to the values that Will championed and her dedication to carrying forward his legacy.

Angela Hughes's unwavering commitment to mentorship, industry collaboration, and philanthropy makes her a deserving recipient of the Community Over Competition Award. Her impactful work, leadership, and heartfelt connection with Will Medina reflect the core values of this honor, leaving a lasting legacy and making a profound difference in the travel industry.

(Media and videos can be found in my Facebook group Luxury Travel Social Media and Marketing, countless news articles can be found by googling her name and mentor videos can be found on her YouTube channel)

## Notes



### Admin Notification (ID: 66fabfb0db24f)

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