



TRAVEL AGENT MAGAZINE RECOGNIZES
25 LEADING TRAVEL ADVISORS OF 2011

JOHN CLIFFORD

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A full-time travel industry professional since 1985, John Clifford feels that connection is key when dealing with clients. With the rise of what Clifford terms the “Internet information overload,” he takes the time to craft experiences around a personal knowledge of his clients’ interests.

He sees himself as an advisor who cuts the “noise and chatter” of online reviews and social media recommendations in order to deliver the unique experiences he knows his clients will really love.

“I always say that the value that I add is offering wisdom, which is the advice that comes along with the information,” says Clifford.

Clifford’s wisdom has served him well. After being honored in *Travel Agent magazine’s* “Meet the Next Generation” in 1994, he went on to become a Virtuoso travel advisor.

An example of his prowess is the dream trip to Cambodia he created for a professional photographer. Including a private visit and showing at the Le Popil Photo Gallery, which focuses on Cambodian photojournalism and art, Clifford arranged visits to the Lake Tonle Bati, The Killing Fields, Ta Phrom and Yeah Peau temples, and the Temple of the Emerald Buddha.

“[My client] had ample opportunity to photograph the simple, unchanged way of life,” says Clifford.

Jon Makhmaltchi of Small Luxury Hotels of the World says that Clifford is “not only a consistent top producer for the SLH brand, but also someone who is on the forefront of new design and boutique hotels, always looking out the the next big thing, long before it’s on the radar of mainstream travel magazines, or spoiled.”