



MECLABS
INSTITUTE

CERTIFICATE OF HYPOTHESIS

Control as of 02/02/2026:
<https://www.travelleaders.com/>

Travel Leaders Network

IF we position the advisor not as a booking alternative but as “trip outcome protection” for high-stakes travel,

BY emphasizing the consequence-based problem (milestone/family trip risk), the advisor’s role (coordination + prevention + accountable guidance), and substantiating that promise with review proof and specialist matching cues (romance/family/Disney/groups),

WILL increase connect-starts among high-intent travelers (and reduce abandonment on the selection step),

BECAUSE for high-stakes trips the dominant barrier is fear of mistakes and responsibility; an “accountable specialist with proof” reduces anxiety and increases perceived value beyond price and inventory.

02/03/2026

Date

Flint McGlaughlin
Director