



International Inbound Travel Association

POWERED BY ALON

This presentation may only be shared with those that register and attend this online training.

This program and all its contents is a copyright of ALON Marketing Group - Copyright © 2022 ALON

Marketing Group for International Inbound Travel Association (IITA). All Rights Reserved.

All materials were prepared for the promotion of the Inbound Insider Steps to Success program.

Reproduction in whole or part without written permission by ALON Marketing Group is strictly prohibited. Unauthorized copying will lead to legal action including but not restricted to injunctive relief and punitive damages.



Step #2: Resource Development



Opening Remarks



Svetlana Yazovskikh

PHLCVB

Vice President of Global Tourism



Kim Fisher

IITA

COO



Industry Experts



Jennifer Ackerson
Presenter



Gisa Kusserow-Hanson
Allied TPro



Amanda Grady
Penn Museum



Today's Session

1. Review and catch up for newcomers
2. Pitching perfectly to activate the sales funnel
 - One pager samples to draw inspiration
3. Pricing for equal partnership success
4. Deep dive into the travel trade funnel levels
 - Travel trade sample contract review



Review

B2B vs. B2C



How Visitors Arrive Affects Everything About Your Success

- ✓ The *products and services* you create
 - ✓ Who you work together with as *partners* and resources
- ✓ How and where you *sell*
 - ✓ The *associations* you belong to
- ✓ The *technology and connectivity* you use
- ✓ How you *track* your business and when to expect *results*
- ✓ How you *operate*

International vs. Domestic



Value of Inbound Operators

Predictability & Control



Existing Worldwide Network



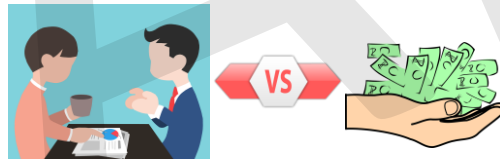
Visibility & Reach



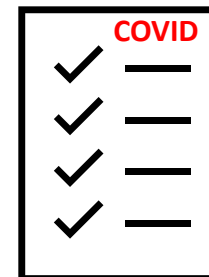
Cost for Promotion & Advertising



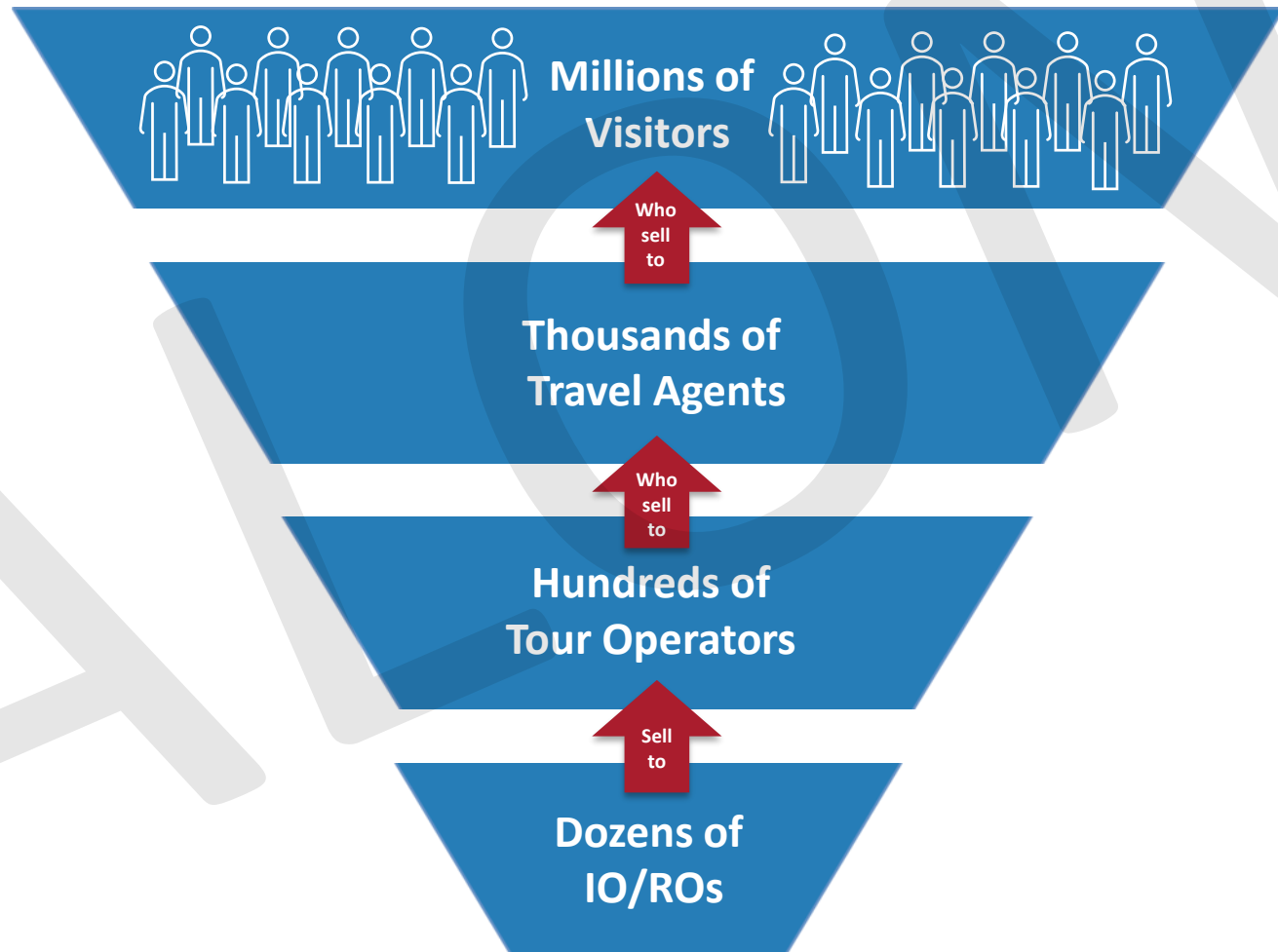
Relational vs. Transactional



Confidence & Reliability



Your Reach & Visibility When Working with Inbound Operators and the Travel Trade





Perfected Your Pitch

Working Smart & Preparation

Process of developing your one pager IS HOW you learn to work with the trade

- Your B2B tool to communicate precisely how travel trade work with you..
 - Making it easy for them to resell your products and services efficiently without an endless back and forth
- Not an advertisement
- Things you would not typically share with your consumers because consumers simply do not need to know such things
- It should answer all their potential questions

**SUCCESS IS WHERE
PREPARATION AND
OPPORTUNITY
MEET.**

QUOTEHD.COM

Bobby Unser
American Celebrity

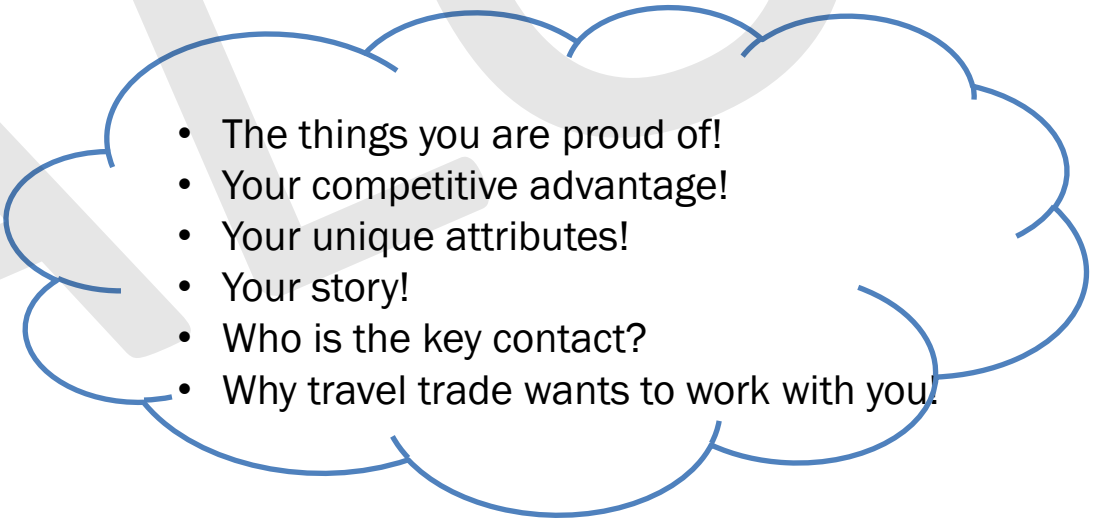
WHO & WHY

Who?

Who you are as a business and what makes you unique

Why?


The reasons why travel trade buyers should want to work with you; your competitive advantage

- 
- A blue-outlined cloud-shaped callout box containing a bulleted list of key points.
- The things you are proud of!
 - Your competitive advantage!
 - Your unique attributes!
 - Your story!
 - Who is the key contact?
 - Why travel trade wants to work with you!

WHAT

What?

Describe and give details about the products and services you offer.

- 
- A blue, hand-drawn style cloud-shaped callout box with a scalloped border, containing a bulleted list of details to provide for products and services.
- Available products for sale
 - Descriptions to use
 - Extras, options, upgrades
 - Retail cost
 - For FIT, Group, and DMC/MICE clients

**learn more next session: product & operational strategy*



Creating bookable (sellable) product?

1. Something tangible the 3rd party buyer can sell
 - ✓ Sellable products and services
2. More client types via established tiered rates
3. Operationally matched to sell
 - ✓ How its purchased and work together
4. Fall into the sales cycle
5. Think FIT, GROUP, DMC
6. Existing and/or new



TOURS DEPARTMENT
001 (xxx) xxx-xxxx
xxxxx@xxxxxxxx.com
www.xxxxxxxx.com

WHO?



santa monica
BIKE
center

'About Us' Company Description

WHO are you?

WHAT do you do? **WHAT** makes you different & unique?
WHY should the travel trade want to work with you?

Document Title

2017 Tour Descriptions, Schedule & Rates - Valid Now Through March 31, 2018

WHAT product do you offer?

Street Art Bike Tour 3-4 HOURS • 8 MI / 13 KM • EASY RIDE

Enjoy our guided bike adventure through Santa Monica and the historical streets of Venice Beach, California. Although the Italian influenced landscape is widely recognized as the birthplace of skateboarding, Venice is also home to West Coast legal graffiti walls that have become alluring grounds for world renowned street artists. Our guides will show you these often overlooked street galleries and leave you with an appreciation for talented, expressive minds enriching the visual space in our community.

INCLUSIONS Guided tour includes comfort bicycle, helmet, lock and bottled water.

AVAILABILITY Offered daily, year-round

DEPARTURE TIMES Summer (April – October): 10:00am and 2:30pm daily

Winter (Nov – March): 12:00pm daily

DEPARTURE LOCATIONS Sample Company Tour Center

xxxxxxx Street, City, State xxxxx

WHERE?

NOTES 24 HOUR NOTICE REQUIRED. Infants (2 years and under) only pay for the cost of a baby seat rental. Tour may be cancelled if an unforeseen circumstance or weather makes for dangerous riding conditions. If we are unable to reschedule the tour, we will issue a full credit or refund.

ADD-ONS Full day bike rental for an additional \$xx (on location).

WHEN? (plus blackouts)

Offering daily, year-round product gives the travel trade buyer more opportunities for sale/sellable than sporadic or minimum days per week.

Sweet Spots Bike Tour 3-4 HOURS • 11 MI / 18 KM • MODERATE RIDE

Taste your way through Santa Monica's premiere shopping district and landmark neighborhoods to the city's sweetest secrets. You'll burn a few calories while munching on cream cheese puffs, almond crunch truffles, lemon bars, fudge pops and salted caramel ice cream... What's more, every delicious eatery on the tour serves only the finest and freshest ingredients, made from scratch with no preservatives or artificial additives. Yum!

INCLUSIONS Guided tour includes a comfort bicycle, helmet, lock, bottled water, and food tastings at various locations.

AVAILABILITY Offered daily, year-round (no tours on Christmas - 12/25; Thanksgiving – 4th Thurs. of Nov)

DEPARTURE TIMES Summer (April – October): 10:00am and 2:30pm daily

Winter (Nov – March): 12:00pm daily

DEPARTURE LOCATIONS Sample Company Tour Center

xxxxxxx Street, City, State xxxxx

NOTES 24 HOUR NOTICE REQUIRED. Infants (2 years and under) only pay for the cost of a baby seat rental. Tour may be cancelled if an unforeseen circumstance or weather makes for dangerous riding conditions. If we are unable to reschedule the tour, we will issue a full credit or refund.

TOURS DEPARTMENT
001 (xxx) xxx-xxxx
xxxxx@xxxxxxxx.com
www.xxxxxxxx.com



santa monica
BIKE
center

ADD-ONS Full day bike rental for an additional \$xx (on location).

This grid presentation of product & pricing is easy to read & understand.

2017 Retail Rates Through March 31, 2018

HOW MUCH?

Santa Monica Bike Center	Adult	Child/Kids (12 and under)*
Guided Tours	RETAIL	RETAIL
Street Art Bike Tour - DAILY	\$69.00	\$49.00
Sweet Spots Bike Tour - DAILY	\$89.00	\$69.00
Urban Farming Bike Tour - FRI – SUN	\$89.00	\$69.00
Main Street Eats Walking Food Tour – 3 rd SUN EVERY MONTH	\$69.00	\$69.00
Segway Tour* - DAILY	\$84.00	\$84.00
Bicycle Rentals	RETAIL	RETAIL
Full Day Bike Rental - DAILY	\$30.00	\$20.00 (kids bike) \$15.00 (child seat)

Key Notes:

Segway participants must be at least 12 years old and 100-260 lbs. (45 kg-117 kg) with a parent or 18 years old on their own.

**For infants on Bike Tours - only pay for the cost of a baby seat rental, not the full price of tour - \$10

Bike tour prices include bike, helmet, lock and water bottle.

Urban Farm Tour includes lunch.

Sweet Spots & Main Street Tours includes food tastings.

Intricacies

Locations & Hours

Sample Company
FOR RENTALS
xxxxxxx Street
City, State xxxxx
Open year round
M-F: 6:30am-8:00pm
S-S: 8:00am-8:00pm

Sample Company
Tour Center
FOR GUIDED TOURS
xxxxxxx Street
City, State xxxxx

Sample Company
FOR SEGWAYS
xxxxxxx Street
City, State xxxxx

Summer/Winter hours coincide with Daylight Savings Time
Summer: 10:00am-8:00pm
Winter: 10:00am-5:30pm

Intricacies

There are parking structures (#7 and #5) located on the corners of 4th and Broadway. Free for the first 90mins; \$1 the next hour; \$1.50 each additional 30mins; \$14 daily maximum. xxxxxxxxxx does not validate parking.

Contact Information

WHO?

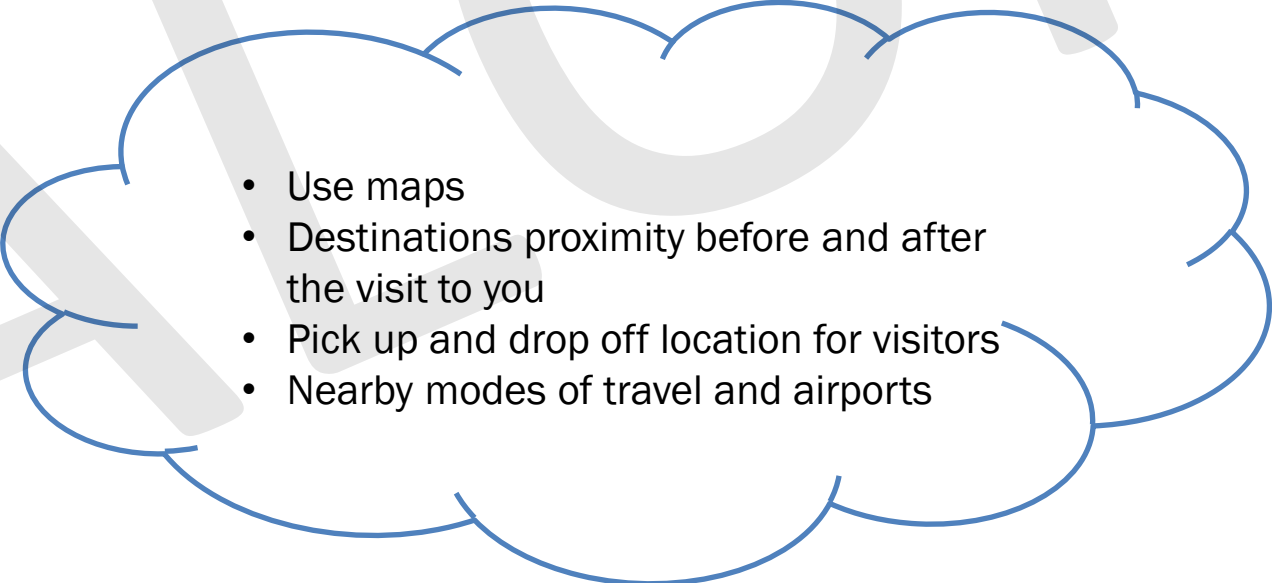
List all relevant contact information here for varied departments.
Group, FIT, DMC/custom, reservations, website, phone number, direct email, etc.

Sample Company Tour Department: 001 (xxx) xxx-xxxx | xxxxx@xxxxxxxx.com

WHERE

Where?

Your business location(s), accessibility, proximity to key partners and landmarks, public transportation, other towns, cities, regions, along the route, etc.

- 
- A large, hand-drawn style blue cloud-shaped bubble with a scalloped border, containing a bulleted list of considerations for business location.
- Use maps
 - Destinations proximity before and after the visit to you
 - Pick up and drop off location for visitors
 - Nearby modes of travel and airports



674 Thayer Rd. West Point, NY 10996 Tel: (845) 446-4731 / Fax: (845) 446-0338 www.thayerhotel.com

Description:

The historic Thayer Hotel is located on the grounds of the United States Military Academy at West Point along the Hudson River. This landmark West Point, New York hotel has been a celebrated part of American history since 1926, when it was established to accommodate United States Military Academy personnel and their guests.

Plentiful nearby attractions & tours, unique team building and event opportunities, 20 minutes from Woodbury Common Premium Shopping Outlets, and close proximity and accessibility to NYC for multi-city trips!

Location & Destination: The Hudson River Valley

Accessibility

- ❖ Close proximity from New York City and area airports - JFK/LGA/EWR: 1 - 1 ½ hours
- ❖ Airport - Stewart International - 30 minutes
- ❖ Drive from NYC: 65 miles / 105 km
- ❖ Metro North - Garrison Station - 20 minutes
- ❖ New York Water Taxi and Circle Line Sightseeing from NYC - 2 ½-3 hours - Charters Only
- ❖ Inter-destination Itineraries: Boston, Washington DC, Niagara Falls, Long Island, etc.

The Hotel: 151 Rooms at West Point overlooking the Hudson River & Prestigious Military Academy

Hotel Group Services

- ❖ Double Double Rooms - 39
- ❖ Pre-Keyed Rooms
- ❖ Group Dining Options
- ❖ Complimentary parking for motor coaches
- ❖ Comp Room Policy: (1) complimentary room per 25 booked

Additional Services

- ❖ Meet & Greet
- ❖ Welcome Reception
- ❖ Customizable Itineraries

Dining at The Thayer Hotel

Complimentary Restaurant Policy: (1) complimentary meal per 25 booked

MacArthur's Riverview Restaurant

This renowned West Point NY restaurant, with its Gothic windows and Old World charm, sets the stage for a truly unique dining experience. Overlooking the Hudson River, the restoration team has recaptured the glory and grandeur of this nearly century-old national historic treasure.

- ❖ Dining Capacity: 200pax
- ❖ Serves Breakfast, Lunch, Dinner

Washington Ballroom

One of 3+ available venues, the Washington Ballroom accommodates multiple motor coach groups for a spectacular dining experience overlooking the Hudson River.

- ❖ Dining Capacity: 220pax
- ❖ Serves Breakfast, Sunday Brunch, Lunch, Dinner

The Thayer Hotel Room Dedication Program

As a national historic landmark, The Thayer Hotel has hosted five US Presidents and countless world leaders and decision makers. Each guest room is named in honor of a distinguished graduate of West Point; Military, Business, Academic and Political. Room plaques create hallways of history throughout The Thayer Hotel and each room's décor reflects the accomplishments of an individual who has made significant contributions to the nation and the world. Your groups will love being part of a living history museum - unique experience, only available at The Thayer Hotel.

Local Attractions & Sample Themed Itinerary Ideas

- ❖ Build Engaging Tour Packages for Senior and Adult Groups
- ❖ Student Friendly Options
- ❖ Convention/Conference Groups - Thayer Leader Development Group

History & Culture

Shopping

Sports - Nature/Hiking

Military

Student Friendly

Entertainment

West Point Attractions

1. **West Point Tours** - 1 and 2 hour tours available through the grounds of the United States Military Academy of West Point. Visit and view Battle Monument, Old Cadet Chapel, Fort Putnam, Michie Stadium, Post Cemetery, The Plain, Trophy Point and more! Hop on their bus or their guide can hop on your motor coach.

Eisenhower Hall Theatre (IKE Hall) - Located on the grounds of West Point, Ike Hall is the second largest performance venue on the East Coast, 2nd to Radio City Music Hall. With seating for 4,300, performances include Broadway shows, symphony, concerts, comedy shows, holiday shows, art exhibits, jazz, drama, and more. Groups welcome.

West Point Military Museum - Located just outside the main Thayer Gate, this museum boasts the oldest and largest diversified public collection of American painting, diorama, uniforms, weapons, flags, and military art in the Western hemisphere. Daily 10:30-4:15pm.

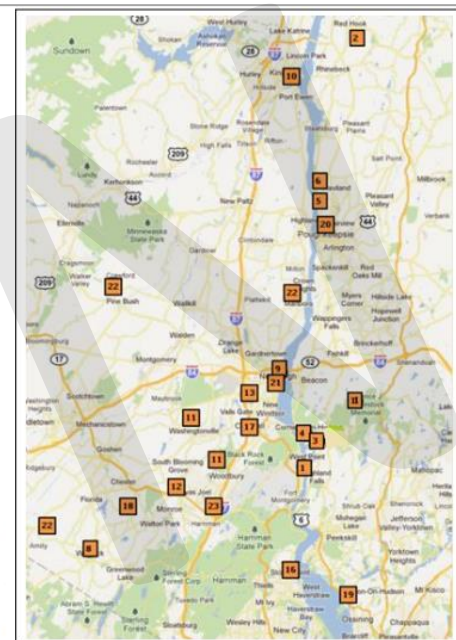
West Point Visitor's Center - Located just outside the main Thayer Gate, see how cadets train and visit a "model" cadet room. A short film about a cadet's four-year stay can be viewed in the theater. Free admission.

Army Athletics - The NCAA Division 1 teams offer many spectator sporting activities year-round. Football, basketball, hockey and lacrosse tickets are available.

Constitution Island - An insightful boat ride and narrated tour of the Revolutionary War fortification leaving from West Point's South Dock.

Local Area Attractions

2. **Aerodrome**: A living museum of antique aviation in Rhinebeck, NY. Housing one of the largest collections of early airplanes in the world, 4 museum buildings and weekend air shows available. Open daily May-October.
 3. **Boscobel Gardens** - Located in Garrison, NY, a beautifully preserved 19th century mansion on 30 acres of gardens. Tours, apple orchards, carriage house, herb garden, gate house, mile-long woodland trail and more. Sit of the annual summer Hudson Valley Shakespeare Festival.
 4. **Cold Spring, NY** - Incorporated in 1846, this village is Putnam County's crown jewel. Magnificent views of the Hudson River, fine antique and specialty shops and plethora of great restaurants are a warm welcome in this picturesque village.
 5. **Culinary Institute of America** - The only residential college in the world devoted entirely to culinary education. The colleges 28,000 grads are the first choice of leading industry employers around the world. Four, student staffed, award winning restaurants are open to the public for dining.
- Big Bear Ziplines** - Come experience the closest Canopy Zipline Tour to New York City and the beauty of Hudson Valley, New York on our 50 acres of woodlands and hay fields located right in historic Hyde Park. Follow your professionally trained Zip





BROOKLYN
HISTORICAL
SOCIETY

YOUR FIRST STOP IN BROOKLYN

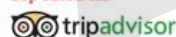


LANDMARK BUILDING - STUNNING LIBRARY - GROUNDBREAKING EXHIBITS

A short walk from
the Brooklyn Bridge!



Top rated on:



Brooklyn Historical Society (BHS) is a vibrant museum, gift shop, extraordinary library, and event space. Located in an incredible landmark 1881 building nestled in historic **Brooklyn Heights** and just steps from **Downtown Brooklyn**, BHS boasts five galleries with a wide range of exhibitions on view. The active research library, a rare interior landmark, is open to all visitors, and its striking architecture will transport visitors back in time. After exploring the library and exhibitions, visitors can peruse our finely-curated Gift Shop, featuring products from the best Brooklyn makers.



BROOKLYN-MADE GIFTS



EXHIBITS

LIBRARY

MUSEUM HOURS Wed-Sun, 12pm-5pm **LIBRARY HOURS** Wed-Sat, 1pm-5pm **GIFT SHOP HOURS** Mon-Sun, 12pm-5pm 128 Pierrepont Street, Brooklyn, NY 11201 718-222-4111 www.brooklynhistory.org



YOUR FIRST STOP IN BROOKLYN



BROOKLYN
HISTORICAL
SOCIETY

BHS is located within walking distance of several major subway lines (see map below) and major NYC landmarks and neighborhoods, including:

- Brooklyn Heights Promenade
- Brooklyn Bridge Park
- The Brooklyn Bridge
- DUMBO
- Downtown Brooklyn
- New York Transit Museum

BHS is part of the beautiful Brooklyn Heights neighborhood, NYC's first landmarked historic district and a former home of literary legends Walt Whitman, Truman Capote, Arthur Miller, among others. From BHS, visitors have easy access to the Brooklyn Heights Promenade, which offers stunning views of the Manhattan skyline, as well as the various shops and restaurants along charming Montague Street.



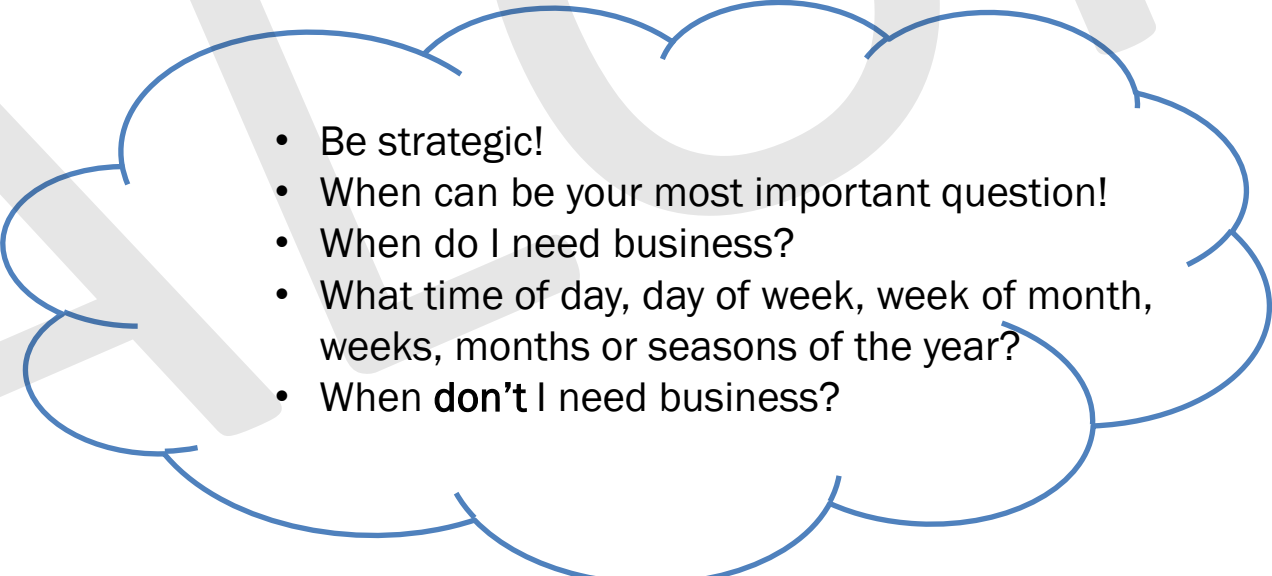
The Brooklyn Heights Promenade. Photo by Joe Mabel.



WHEN

When?

Your product or service availability
Very much related to your price and net rates....

- 
- A blue, hand-drawn cloud-shaped callout box with a scalloped border, containing a bulleted list of strategic questions.
- Be strategic!
 - When can be your most important question!
 - When do I need business?
 - What time of day, day of week, week of month, weeks, months or seasons of the year?
 - When **don't** I need business?

HOW

How?

How the travel trade works with you as a 3rd party seller for FIT, group and custom experiences

- This is where B2B vs B2C comes into play!

**learn more next session: product & operational strategy*

How Visitors Arrive

FIT, Group, DMC & MICE

FIT (Foreign Independent Travelers)

- ✓ Individuals, families, couples, less than 10 pax
- ✓ Arrive on their own or public transportation (Fly & Self-drives)
- ✓ Arrive pre-paid

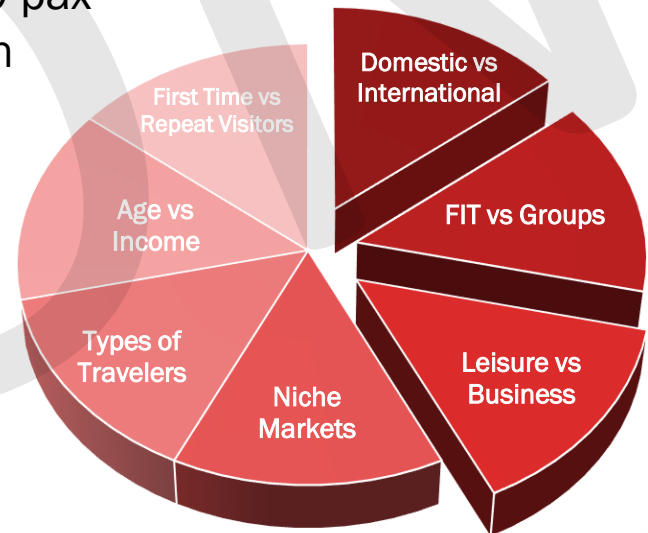
Group Visitors (Typically 10 or more)

- ✓ Purpose or theme
- ✓ Arrive on a chartered vehicle
- ✓ On a timed itinerary

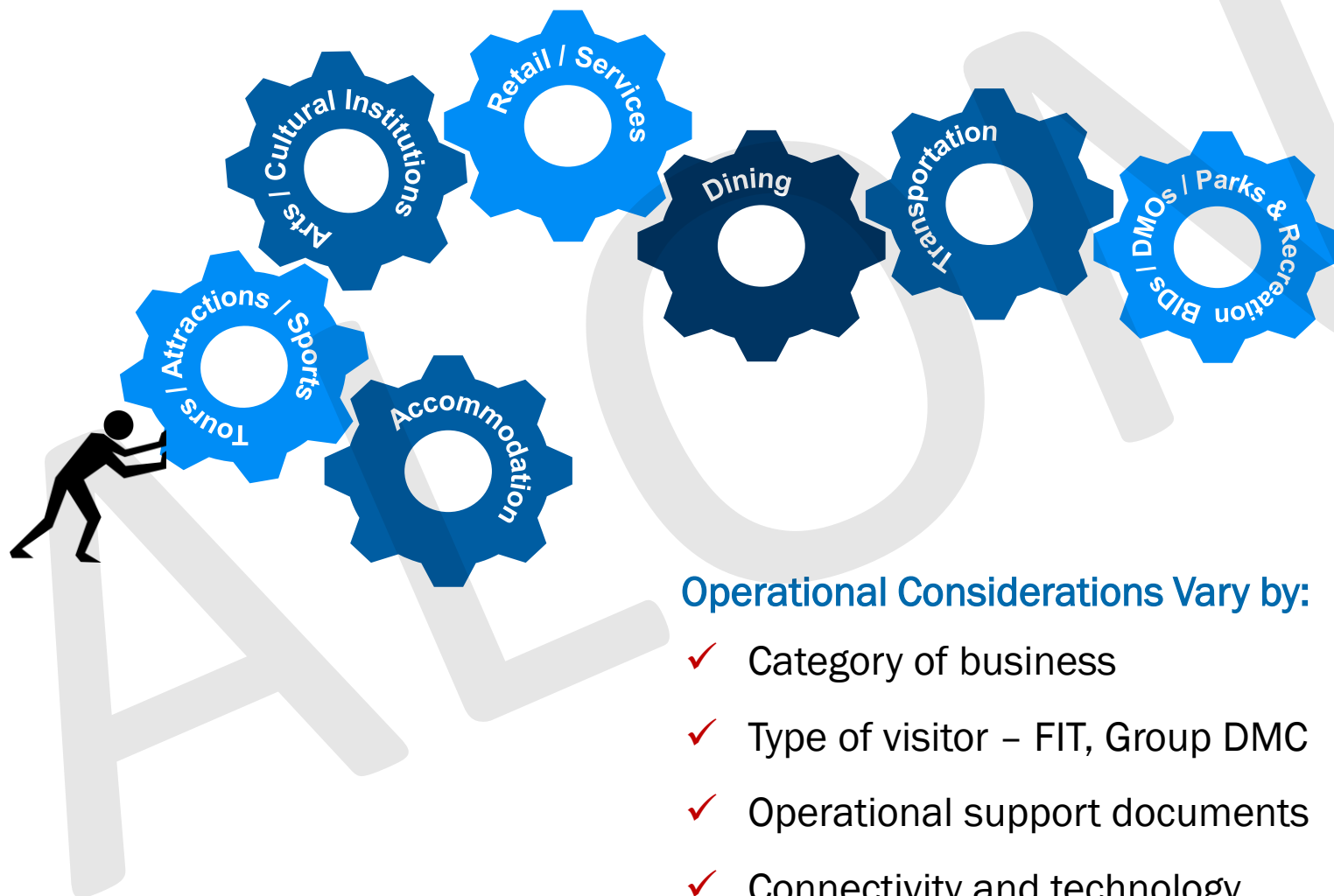
DMC (Destination Management Company)

& MICE (Meeting, Incentive, Conference/Congress, Exhibition)

- ✓ Custom, events, VIP, unique, one-of-a-kind experiences



Fulfillment!



YOUR FIRST STOP IN BROOKLYN



FITs

Please inquire for voucher agreements and about special discounts in the BHS Gift Shop for groups and FITs by contacting Katelyn Williams at 347-381-3718.

Admission Prices (Net pricing is available upon request)

Adults: \$10
Seniors 62 and over: \$6
Students (with I.D.): Free
Children under 12: Free

Groups

See net rates above, which apply to both FITs and groups. Groups of 10 people or more must call ahead to Kate Ludwig at 347-381-3713 to ensure that we can accommodate you. Schedule permitting, a 15 minute introduction to BHS can be arranged for your group at no additional charge.

One-Hour Group Tour

BHS offers a special, in-depth tour of our major long-term exhibition, *Brooklyn Abolitionists: In Pursuit of Freedom*, which explores the unsung heroes of Brooklyn's anti-slavery movement. The tour lasts one hour and costs **\$14 per participant**, with a minimum of 15 and a maximum of 20 participants per tour. For more information, contact Alex Tronolone at 718-222-4111 ext. 288 or by email at tours@brooklynhistory.org.



DMCs

In addition to the special group tours noted above, BHS provides several ideal settings for conferences, ceremonies, cocktail receptions, and corporate and other special events. BHS's Othmer Library can fit up to 100 people for a seated dinner or 125 standing. Larger parties of up to 225 (standing) can be accommodated in our newly renovated first floor event space, with 120 for a sit down event. Please contact Katelyn Williams at 347-381-3718 to learn more about how we can tailor your group's visit, from curator-led exhibition tours to behind-the-scenes introduction to our landmark library.



YOUR FIRST STOP IN BROOKLYN



Shop BHS!

People around the world are aware of the buzz surrounding the Brooklyn brand, and it is well known that the borough is home to a thriving creative community that produces everything from chocolate to one-of-a-kind jewelry. Most visitors to the borough want to take a piece of this brand home with them, and the BHS Gift Shop is the perfect place to do this. The Gift Shop features many items crafted right here in Brooklyn, as well as an array of fascinating books on the history and culture of New York City. *Special discounts available for groups and FITs. Contact Katelyn Williams at 347-381-3718 for more information.* When perusing our finely-curated shop, visitors will find:

- Brooklyn & NYC souvenirs
- Unique jewelry handcrafted in Brooklyn
- Delicious Brooklyn-made chocolate & candy
- Brooklyn-themed home décor
- Brooklyn t-shirts, hats, onesies, and more
- Mugs and other dishware
- Award-winning books on the history and culture of NYC
- Much, much more!



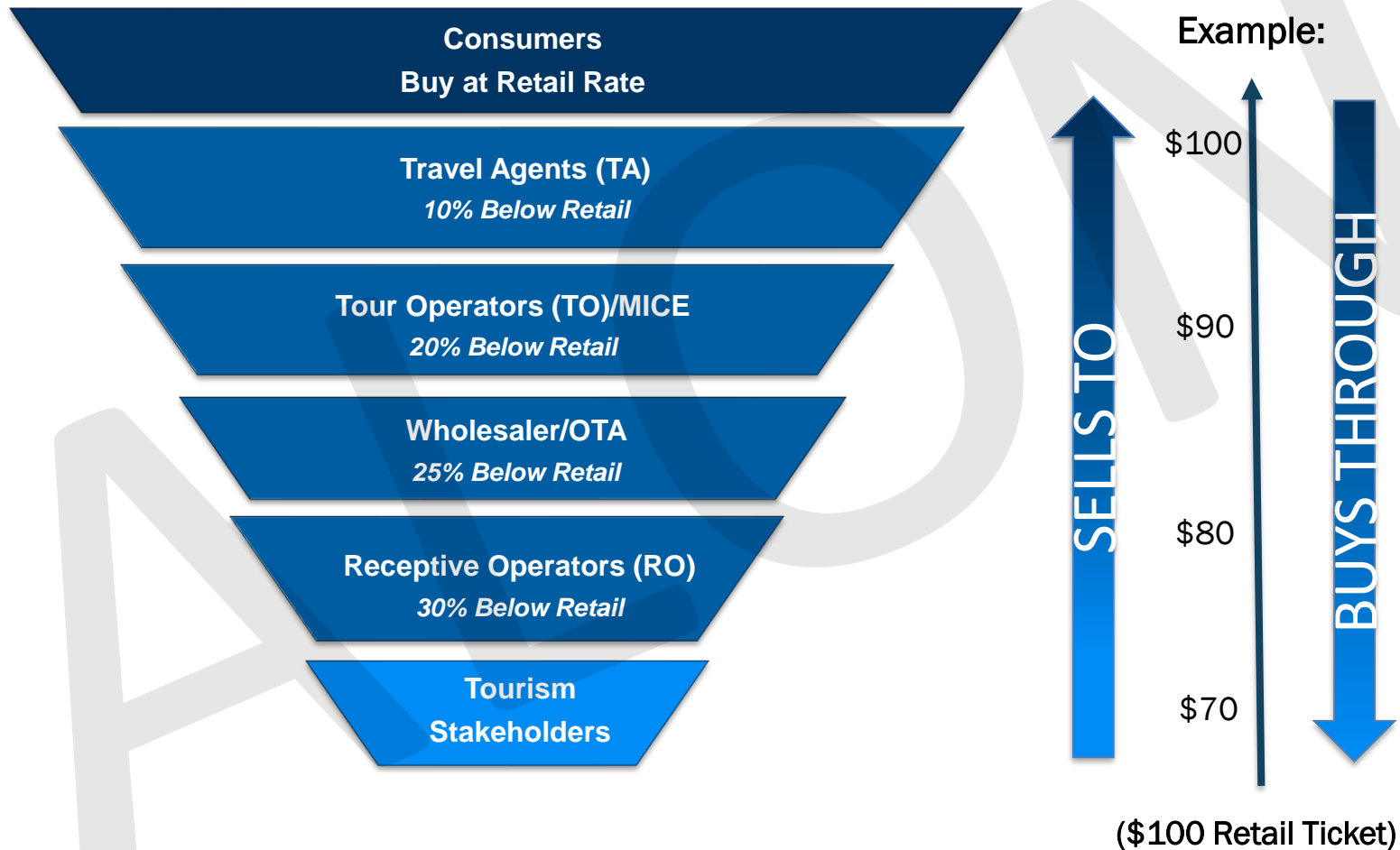
MUSEUM HOURS Wed-Sun, 12pm-5pm **LIBRARY HOURS** Wed-Sat, 1pm-5pm **GIFT SHOP HOURS** Mon-Sun, 12pm-5pm 128 Pierrepont Street, Brooklyn, NY 11201 718-222-4111 www.brooklynhistory.org





Pricing for Equal Partnership Success

Tiered/Confidential NET Rates



Pricing your products for reselling through the distribution network

Caveats

- Custom designed business or services
- DMC/MICE business
- Packages and partnership collaboration
- Balancing your own rate integrity matched with travel trade level integrity

Attraction Product Pricing

Confidential Internal Rate Matrix										
Activities		Adult				Student/Child (Indicate age range)				
FIT										
	RETAIL	NET	NET	NET	NET	RETAIL	NET	NET	NET	NET
		Travel Agent & Group Leader	Tour Operator	Wholesaler	Receptive Operator		Travel Agent & Group Leader	Tour Operator	Wholesaler	Receptive Operator
		10%	20%	25%	30%		10%	20%	25%	30%
Guided Tours										
Street Art Bike Tour	\$95.00	\$85.50	\$76.00	\$71.25	\$66.50	\$49.00	\$44.10	\$39.20	\$36.75	\$34.30
Sweet Spots Bike Tour	\$89.00	\$80.10	\$71.20	\$66.75	\$62.30	\$69.00	\$62.10	\$55.20	\$51.75	\$48.30
Urban Farming Bike Tour	\$89.00	\$80.10	\$71.20	\$66.75	\$62.30	\$69.00	\$62.10	\$55.20	\$51.75	\$48.30
Walking Food Tour	\$69.00	\$62.10	\$55.20	\$51.75	\$48.30	\$69.00	\$62.10	\$55.20	\$51.75	\$48.30
Segway Tour	\$84.00	\$75.60	\$67.20	\$63.00	\$58.80	\$84.00	\$75.60	\$67.20	\$63.00	\$58.80
Bicycle Rentals										
Day Bike Rental	\$30.00	\$27.00	\$24.00	\$22.50	\$21.00	\$20.00 (kids)	\$18.00 (kids bike)	\$16.00 (kids bike)	\$15.00 (kids bike)	\$14.00 (kids bike)
						\$15.00 (child seat)	\$13.50 (child seat)	\$12.00 (child seat)	\$11.25 (child seat)	\$10.50 (child seat)
GROUP										
Street Art Bike Tour	x	\$62.10	\$49.68	\$46.58	\$43.47					
Sweet Spots Bike Tour	x	\$80.10	\$64.08	\$60.08	\$56.07					
Urban Farming Bike Tour	x	\$80.10	\$64.08	\$60.08	\$56.07					
Walking Food Tour	x	\$62.10	\$49.68	\$46.58	\$43.47					
Segway Tour	x	\$75.60	\$60.48	\$56.70	\$52.92					
*Bike tour prices include bike and helmet										
*Segway participants must be at least 12 years old and 100-260 lbs. (45 kg-117 kg) with a parent or 18 years old on their own.										
**Infants on Bike Tours - only pay for the cost of baby seat rental - \$10										

Dining Product Pricing

Sample FIT/Group Restaurant - Confidential <i>Internal</i> Rate Matrix				
Group Menus				
	RETAIL/One Time - NET Travel Agent & Group Leader 10%	NET Tour Operator 20%	NET Wholesaler 25%	NET Receptive Operator 30%
Lunch				
3 Price Points – Name the menu accordingly for each tier				
Budget	\$25.00	\$20.00	\$18.75	\$17.50
Moderate	\$35.00	\$28.00	\$26.25	\$24.50
DMC or High End	\$50.00	\$40.00	\$37.50	\$35.00
Dinner				
3 Price Points – Name the menu accordingly for each tier				
Budget	\$60.00	\$48.00	\$45.00	\$42.00
Moderate	\$75.00	\$60.00	\$56.25	\$52.50
DMC or High End	\$100.00	\$80.00	\$75.00	\$70.00
NOTES:				

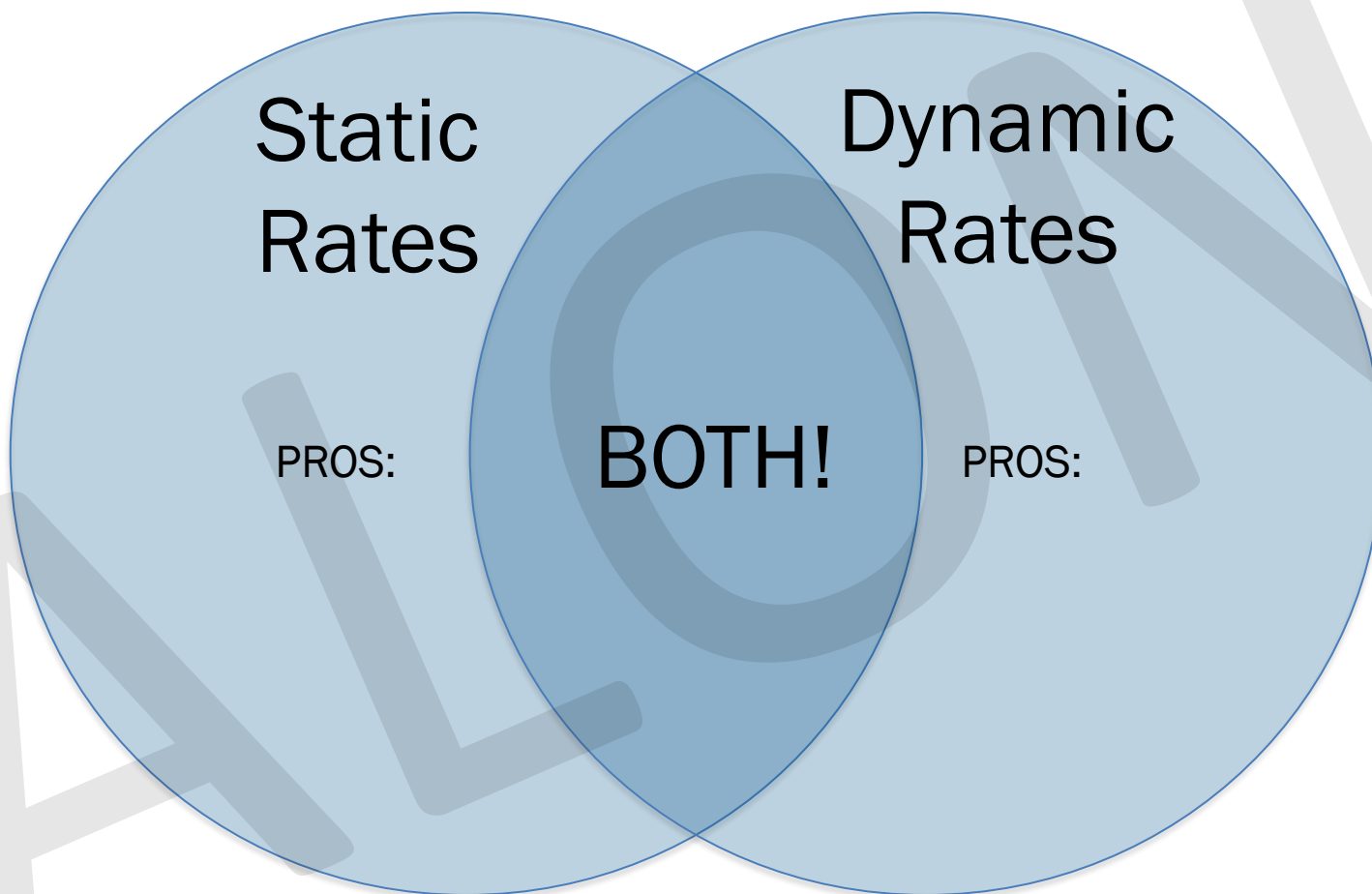
Every visitor must eat!

Accommodation Product Selling

Type	
2021 September - November 15	
9/1/2021	11/15/2021
9/1/2021	11/15/2021
9/1/2021	11/15/2021
9/1/2021	11/15/2021

Season Start	Season End	Days of Week	Type	RETAIL	TO Rate
2021 April					
4/1/2021	4/30/2021	Sun-Thurs	Deluxe	\$xxx	\$xxx
4/1/2021	4/30/2021	Fri-Sat	Deluxe	\$xxx	\$xxx
4/1/2021	4/30/2021	Sun-Thurs	Executive Suite	\$xxx	\$xxx
4/1/2021	4/30/2021	Fri-Sat	Executive Suite	\$xxx	\$xxx
2021 May					
5/1/2021	5/31/2021	Sun-Thurs	Deluxe	\$xxx	\$xxx
5/1/2021	5/31/2021	Fri-Sat	Deluxe	\$xxx	\$xxx
5/1/2021	5/31/2021	Sun-Thurs	Executive Suite	\$xxx	\$xxx
5/1/2021	5/31/2021	Fri-Sat	Executive Suite	\$xxx	\$xxx
2021 June - August					
6/1/2021	8/31/2021	Sun-Thurs	Deluxe	\$xxx	\$xxx
6/1/2021	8/31/2021	Fri-Sat	Deluxe	\$xxx	\$xxx
6/1/2021	8/31/2021	Sun-Thurs	Executive Suite	\$xxx	\$xxx
6/1/2021	8/31/2021	Fri-Sat	Executive Suite	\$xxx	\$xxx
2021 September - November 15					
9/1/2021	11/15/2021	Sun-Thurs	Deluxe	\$xxx	\$xxx
9/1/2021	11/15/2021	Fri-Sat	Deluxe	\$xxx	\$xxx
9/1/2021	11/15/2021	Sun-Thurs	Executive Suite	\$xxx	\$xxx
9/1/2021	11/15/2021	Fri-Sat	Executive Suite	\$xxx	\$xxx
2021 November 16 - December					
11/16/2021	12/31/2021	Sun-Thurs	Deluxe	\$xxx	\$xxx
11/16/2021	12/31/2021	Fri-Sat	Deluxe	\$xxx	\$xxx
11/16/2021	12/31/2021	Sun-Thurs	Executive Suite	\$xxx	\$xxx
11/16/2021	12/31/2021	Fri-Sat	Executive Suite	\$xxx	\$xxx
2022 January - March					
1/1/2022	3/31/2022	Sun-Thurs	Deluxe	\$xxx	\$xxx
1/1/2022	3/31/2022	Fri-Sat	Deluxe	\$xxx	\$xxx
1/1/2022	3/31/2022	Sun-Thurs	Executive Suite	\$xxx	\$xxx
1/1/2022	3/31/2022	Fri-Sat	Executive Suite	\$xxx	\$xxx

Pricing your Accommodations



“Dynamic rates respond to demand, but static rates create demand.”

- Peter van Berkel, Travalco

Back to product and what you are selling:

Let's consider what the actual cost is to you!

Workshop Exercise:

1. When do you most want and need business?
2. What kind of business?
 - ✓ FIT, Group, DMC
 - ✓ Something new or existing
 - ✓ Custom products – high price point – travel trade mark it up vs. net rate
3. How much business do you want compared to what you have, had in the past, or need to forecast for?
4. Where do you make the best profit to fill the need periods?
 - ✓ Other revenue centers

Do you see value in each other as partners?



Deep Dive into the Travel Trade Distribution Channel

How Business Flows Through the Travel Trade



Travel Agent Characteristics

- Rarely work with supplier directly – Typically plan and book their clients' travel through Tour Operators (TO) or Wholesalers (WS)
- Typically belong to a professional association(s) such as ASTA or have an IATA #
- Work with both domestic and international consumers:
 - Primarily focus on planning individual visitation; typically FITs and small groups
- Bring you the least repeat business compared to the other tiers of buyers
- International TAs are often owned by an international TO/WS.
- Travel agencies are typically open to the public for in-person, online, and phone sales.
- Should a TA contact you direct, the extended NET rate should be:
 - Lower than the retail consumer rate; typically, your standard group rate or 10%
 - But a higher rate than what you provide a TO/WS

Example - Travel Agent

Flight Centre Travel Group is one of the world's largest travel agency groups, it has company-owned operations in **23 countries** and a corporate travel management network that spans more than **90 countries**. It employs more than 19,000 people globally and has a total of **2800 businesses**.



umapped

DISCOVA

independent
by LIBERTY TRAVEL

independent
by FLIGHT CENTRE

travel
managers

travel
smart

Round the
World Experts

BYOjet

Aunt Betty

Topdeck

TRAVEL
PARTNERS

FLIGHT
CENTRE

TRAVEL

LIBERTY TRAVEL

g journeys are made
at gappy.com


Back Roads

StudentUniverse

Tour Operator Characteristics

- Typically belong to professional associations such as ABA, IITA, NTA, USTA, Visit USA, etc. and attend tradeshow such as Go West, IITA, IPW, ITB, WTM, etc.
- Work with consumers/travel agents based internationally
- Publish a consumer/travel agent tour brochure which lists all products offered
Approximate timeline:
 - Design, Publish, and Distribute/Start selling way in advance
- Often have an agent call center and/or reservation team available to book travel via phone, internet, or tariff
- If contracting direct with suppliers, TO will have a contracts, product, plus supporting departments to facilitate a direct working relationship
- Often work (book and pay) through a Receptive/Inbound Operator
 - Many international TOs do **not** contract direct with their supplier partners so the US based RO/IO is doing that for them. (In this case, you only share your retail rate and product details; no NET rates.)
- You provide a NET confidential rate to match the travel trade distribution chart. The NET rate is not publicized on your brochures, one pagers, or websites.

Example – Tour Operator



[OF TRAVEL](#)
[USA](#)
[CANADA](#)
[PUERTO RICO](#)
[BAHAMAS](#)
[SERVICE](#)

ARGUS REISEN - Your partner for USA & Canada!

Individual - flexible - combinable

ARGUS REISEN has been offering individual trips to the USA and Canada for 25 years. Put your trust in us and let us work out your individual holiday offer according to your wishes and free of charge. You benefit from our many years of experience in the travel industry and our insider knowledge of North America!

✓ First-hand knowledge

✓ Excellent local knowledge

✓ Competent, reliable advice

✓ Customer-oriented service

✓ Individual travel planning

✓ Detailed travel documents



types of travel

Experience the highlights of the USA and Canada individually!



Ranch vacations & horseback riding trips
Experience the Wild West up close on a real American ranch.

your ranch vacation



Ski vacation in North America
Drive to the best ski resorts in North America.

Your skiing holiday in North America



bus trips
Choose from our large selection of German-speaking bus tours!

your bus trip



Active & group travel
Guided adventure trips with individual support & first-class organization...

Your active & group trip



Rental Car Travel
Travel America individually - with a rental car!

Your rental car tour



mobile homes
Enjoy unlimited independence in North America with an RV!

your motorhome trip



Beach vacation
White beaches & palm trees and almost 365 days of sunshine a year are guaranteed here!

your beach vacation



cruises
Get to know many different ports and regions in a short time!

your cruise

Source: <https://www.argusreisen.de/reisearten/>

© 2022 ALON Marketing Group. All Rights Reserved.

International Inbound Travel Association

40

Example – Tour Operator



BRITISH AIRWAYS 

Discover Book Manage Help

United Kingdom - English

Philadelphia holidays

[Home](#) > [Destinations](#) > [North America](#) > [US](#) > [Philadelphia](#) > Philadelphia holidays

[Philadelphia menu](#)

[Philadelphia holidays](#)

[Travel guide](#) ▾

Flight Flight + hotel [Advanced search](#)

From London (All) To

Departing Add a return Travel class Economy Rooms required 1 room

ROOMS

Room 1 2 adults ▾

[Find flight + hotel](#)

Holidays in Philadelphia

Easily explored by foot, with most of the sights situated within a mile of City Hall, this big city has small town charm. Lose yourself amongst the modern skyscrapers, cobblestone streets and thriving financial district on city breaks in Philadelphia.

Sample the famous Philly Cheese Steak at one of the city's eateries or tantalise your taste buds at the Italian Market. Catch an outdoor movie screening in the summer – grab a blanket and something from a food truck as the locals do. If you can, watch a Phillies baseball game at Citizens Bank Park.

Why choose British Airways Holidays?

Enjoy these great benefits:

-  [Peace of mind with our Customer Promise](#)
-  Book flight + hotel or flight + car hire together for the best deals
-  23kg luggage per person included
-  24-hour support helpline during your trip

Example – Tour Operator



[Home](#)
[Destinations](#)
[Holiday Type](#)
[About Us](#)
[Blog](#)

CALL NOW



Pennsylvania

Highlights



Philadelphia



The Countryside of Philadelphia



Pittsburgh


Receptive/Inbound Operator Characteristics

- An RO/IO is based in the USA and has their expertise here
- Have offices in major gateways like NYC/NJ, Orlando/Miami, Los Angeles/San Francisco.
- RO/IO's belong to professional associations such as IITA, USTA, Visit USA
- Typically do not work direct with the consumer/end visitor:
 - Work B2B with TO and TA based internationally (some domestic) who then sell to the final consumer
 - WS, TO and TA are clients of RO/IO's
- Client Types:
 - FIT - individual
 - Group – leisure or business
 - Events – typically corporate but can also be leisure
 - MICE/Incentive – high-end client and can be FIT, group or event
- Provide a NET confidential rate to match the travel trade distribution chart. NET rate are not publicized on your brochures, one pagers, or websites.

Example – Receptive/Inbound Operator


Leading North American Receptive Operator and Destination Management Specialist
EXTRAORDINARY PLACES, UNFORGETTABLE EXPERIENCES

For over 65 years, AlliedTPro has been a prominent leader in the North American inbound market and served more than 600 of the most successful tour and travel providers in 50+ countries around the world. Now, with five distinct product lines, FIT, VIP Concierge, Escorted Tours, Group Travel, and Corporate Travel, AlliedTPro speaks to a variety of individual, group and corporate travelers both domestically and internationally.




allied-t-pro

Leisure & MICE Group Travel
Escorted Tours
VIP Concierge
FIT



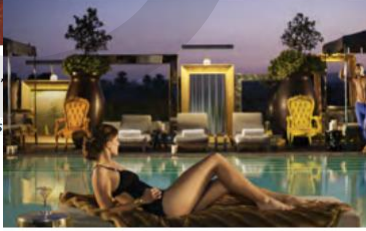
Leisure & MICE Group Travel

- Tailor-made leisure groups and series
- Full-service meetings & incentives programs
- Convention support services (hotels, restaurants etc.)
- Sports groups (incl. marathon) and other special interest programs
- Local services, excursions & activities




Escorted Tours

- Escorted tours in English, Italian, Spanish, German, Dutch, and Portuguese
- Multiple tour varieties, including Classic, Highlights and Mini tours
- Available gateways include New York, Los Angeles, Washington, D.C., Las Vegas, Boston, and Atlanta



VIP Concierge

- Off-line, customized travel experiences
- Exclusive VIP access
- Private jets
- Experiential travel
- Transformational travel



FIT

- Online booking system with instant confirmation
- Extensive nation-wide hotel inventory
- Transfers & private transportation
- Tours & excursions
- Tickets to shows and sporting events



Horizon Travel Services LLC dba
Contracting Dept. - GISA KUSSEROW-HANSON
501 Seventh Ave., Suite 1610
NEY YORK, NY 10018
USA

2022/23 FIT Net Room FIT Rate Agreement

valid April 1, 2022 -March 31, 2023

Tel: 407-313-1910 (Direct Orlando)
Fax: 212-313-9809
E-mail: Gisa.Hanson@alliedtpro.com
Website: www.AlliedTPro.com

Hotel: _____
City: _____
Website: _____

A) Hotel Information

Hotel Name

AlliedTPro Code:

Address 1 _____ Address 2 _____
City _____ State _____ ZIP _____
Main Phone _____ Telefax _____ E-mail _____ Hotel Chain _____
Reservation Phone _____ Telefax _____ E-mail _____ Affiliation _____

Sales Contact: _____ **Reservation Contact:** _____ **Accounting Contact:** _____
E-Mail: _____ **E-Mail:** _____ **E-Mail:** _____
Fax: _____ **Fax:** _____ **Fax:** _____

B) Rates & Conditions

Room type (A) ☐ Standard ☐ Superior ☐ Deluxe ☐ Other: _____ **Max. Occupancy:** _____

Validity Dates		Cut off	Allotment	NET F.I.T. Rates (in US Dollars)				
From	To	in days	Daily	Single (One Bed-1 pax)	Double (One Bed-2pax)	Twin (Two Beds-2 pax)	Triple (Two Beds-3 pax)	Quad (Two Beds - 4 pax)



Minimum Stay Requirement for:	
Room Tax : <input type="text"/>	Occupancy Tax : <input type="text"/>
Resort Fee : \$ <input type="text"/>	
Resort Fee INCLUDES the following:	Resort Fee is taxable at: _____% or Includes Tax
Child Policy Children under ____ years old are free of charge in the room with parents Max number of children _____	
Cancellation Policy <input type="checkbox"/> 24 hours <input type="checkbox"/> 48 hours <input type="checkbox"/> 72 hours <input type="checkbox"/> 5 days <input type="checkbox"/> other: _____	
Cxl/No-Show penalty is 1 Night Room and Tax unless noted otherwise	
Early Departure: <input type="checkbox"/> No penalty if advised at check-in <input type="checkbox"/> Penalty _____ Nights <input type="checkbox"/> No Penalty	
B) Rates & Conditions cont.....	
Blackout Dates In lieu of black out dates please provide a reduced allotment at our contracted FIT rate *If different rates apply for different special event dates please advise on a separate sheet	Allotment over blackouts : _____ Rates over blackouts : \$ _____ Allotment release: _____
<i>Enter all blackout dates that pertain to this contract only :</i> <input type="text"/>	
Additional blackout / closeout / stop sell dates MUST immediately be communicated by Hotel to: Blackout@alliedtpro.com Note: Blackout dates not sent to the above email or fax number will not be valid. Blackout dates must pertain to the period of this contract only. Note: AlliedTPro MUST have at least 48 hours to report all existing bookings that pertain to any new blackout dates.	
C) Billing & Payment	
AlliedTPro (ATP) will be responsible for payment of room and tax only. Hotel is responsible to charge Incidentals directly to the guest.	
For prompt payment of invoices, AlliedTPro encourages the use of email for your invoices. Please forward to: AccountsPayable@alliedtpro.com	
Direct Billing Established? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Pending	
V-Pay <input type="checkbox"/>	
D) Special Features	
Meals Room rate includes <input type="checkbox"/> Continental Breakfast <input type="checkbox"/> American Breakfast <input type="checkbox"/> Buffet Breakfast <input type="checkbox"/> N/A	
If not free please specify cost	Price for Continental Breakfast _____ Price for American Breakfast _____ Price for Buffet Breakfast _____
Cribs Hotel will provide cribs to children free of charge. If not, crib charge is _____	
Parking FREE <input type="checkbox"/> SELF PARKING FEE OF \$ _____ VALET FEE \$ _____	
Nights Free Policy <input type="checkbox"/> 3rd night free <input type="checkbox"/> 4th night free <input type="checkbox"/> 5th night free Validity Period:	
Add'l Value Added <input type="checkbox"/> Free Parking <input type="checkbox"/> Free Internet <input type="checkbox"/> Free newspaper Night Free cumulative <input type="checkbox"/> Yes <input type="checkbox"/> No	



Additional PROMOS:

Comp Airport Shuttle	<input type="checkbox"/> Yes	<input type="checkbox"/> No	If No, cost:
----------------------	------------------------------	-----------------------------	--------------

E) Contacts

Please take note of the following contacts at AlliedTPro in order to communicate any changes, amendments, additions set forth in this agreement and/or hotel contract:

Amendments, rate revisions, specials, etc

Gisa.Hanson@alliedtpro.com

F.I.T Reservation

fitreservations@alliedtpro.com

Renovations, closures, name changes

Gisa.Hanson@alliedtpro.com

Accounting issues/inquiries

accountspayable@alliedtpro.com

Blackouts, sellouts, stop sells, etc.

Blackout@alliedtpro.com

Accounting invoices

accountspayable@alliedtpro.com

F) Legal

Hotel agrees to Terms and Conditions, attached hereto which forms an integral part of the agreement and must be signed.

G) Other 'Terms and Conditions' are attached hereto and made a part hereof.

Hotel Representative & Title	Signature	Date
------------------------------	-----------	------

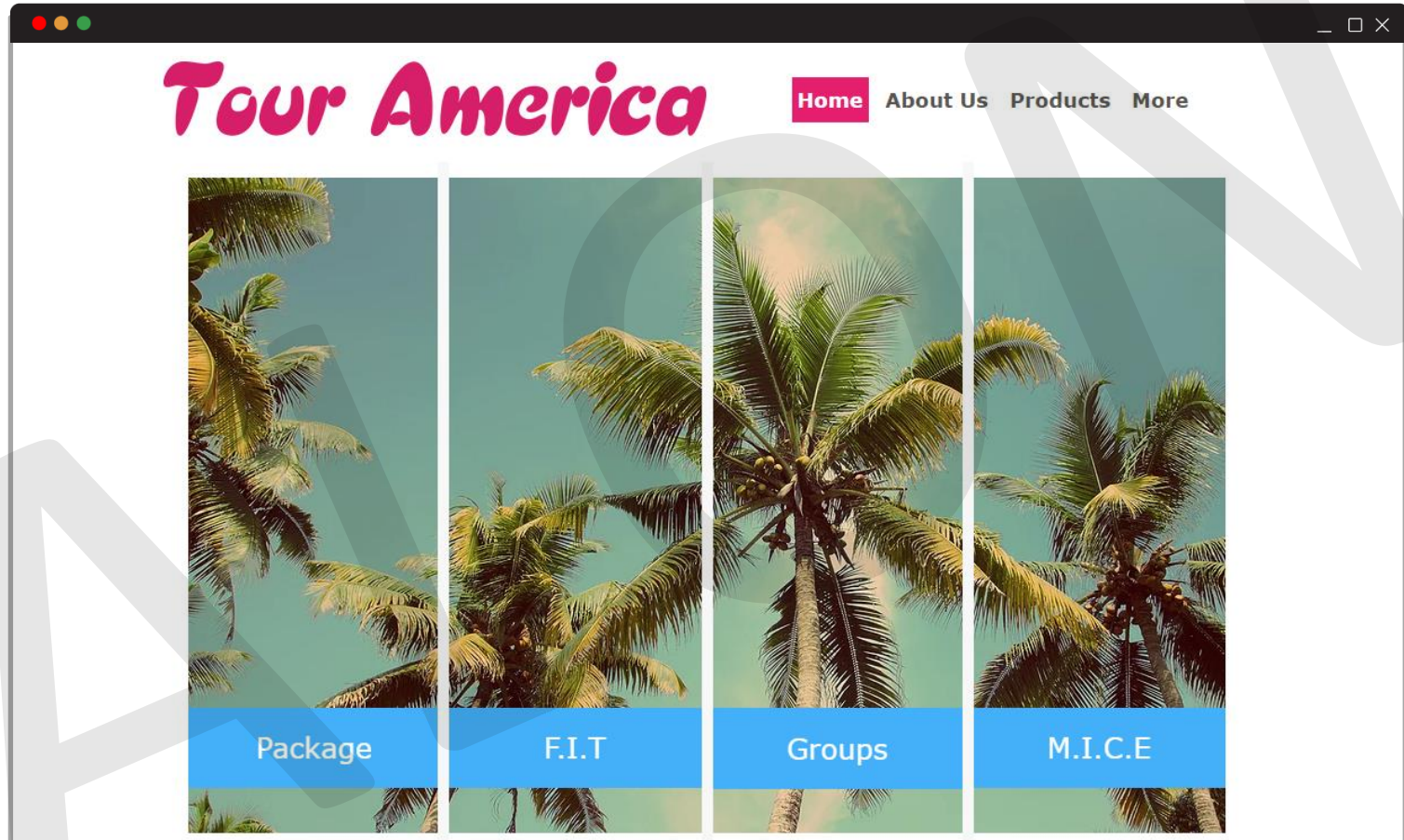
AlliedTPro

Gisa Kusserow-Hanson,
Senior Product Manager

Signature	Date
-----------	------

Please sign above when submitting contract

Example – Receptive/Inbound Operator



Example – Receptive/Inbound Operator

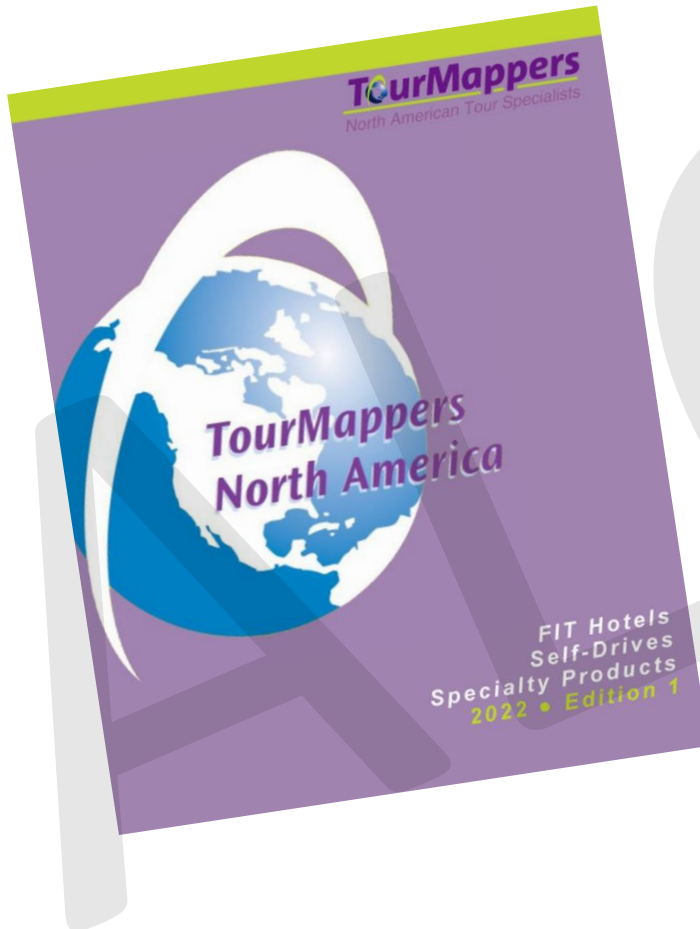


Table of Contents	
LEGEND:	
Bronze:	2* or better hotels
Silver:	3* or better hotels
Gold:	3.5* or better hotels
SELF DRIVES	
NEW ENGLAND	
Inn-Side New England	3
Six State Sampler	3
Martha's Vineyard & the Southern Coast	4
Best of Northern New England	4
NEW ENGLAND & THE MID-ATLANTIC	
Boston to New York by the Beaches	5
THE MID-ATLANTIC	
Wind-Down in Upstate	5
Historic Cities of the Mid-Atlantic	6
GREAT LAKES	
Great Cities of the Great Lakes	6
GREAT LAKES & SOUTHEAST	
Blues & Boogie: Chicago to New Orleans	7
SOUTHEAST	
A Southern Sojourn	7
Inn-Side the Old South	8
Rockin' Down the Highway	8
SOUTHWEST	
Takin' Texan	9
PACIFIC COAST	
Completely California	9
Northwest Inn-Sider	10
The Majestic Northwest	10
GATEWAYS TO AMERICA	
Boston & Cape Cod's P-Town	11
New York City & the Hamptons	11
Washington, D.C. & Baltimore	12
Atlanta with an Island Experience	12
New Orleans & Plantation Experience	13
San Francisco & Wine Country	13
Seattle & The San Juan Islands	14
FAMILY FLY-DRIVES & CHILDREN'S PROGRAMS	
Summer in New England; Mountain Tops to Lobster Poth	14
From the Capital to the Coast: A Mid-Atlantic Adventure	15
Alabama—The New Frontier	15
Saddle Up in Texas	16
Blast Off—It's Space Camp!	16
SPECIALTY PROGRAMS	
East Coast by Rail	17
ESCORTED TOURS	
American Experiences	18
CRUISES	
American Queen Voyages™ - River Cruises	19
American Queen Voyages™ - Lakes, Ocean & Expedition Cruises	20
FIT HOTELS	
New England	21-22
NY & the Mid-Atlantic	23
Great Lakes	24
Southeast	24-26
Southwest	26
Mountain West	27
Pacific Coast	28-30
FIT ATTRACTIONS	
Sample of attractions	31-33
TourMappers Travel App	
	34
General Information / Health & Safety	
	35
XML/Host to Host Connection	
	36

Example – Receptive/Inbound Operator

The Mid-Atlantic
Historic Cities of the Mid-Atlantic



DAY 1 Washington, DC
Arrive Washington, DC. Check in to hotel.

DAY 2 Washington, DC
Board a city tour (incl): See Capitol Hill, White House, Washington Monument, Memorials. Spend time strolling the streets of Georgetown.

DAY 3 Washington, DC
Visit some of the Smithsonian Museums. Take the metro to historic Alexandria, Virginia, and take a walking tour.

DAY 4 Washington, DC—Baltimore (40mi/65km)
Spend time at Baltimore's Inner Harbor, see the USS Constellation, a Civil War sloop. Dine in the historic Fells Point neighborhood.

DAY 5 Baltimore—Annapolis—Baltimore (61mi/98km)
Tour the U.S. Naval Academy in Annapolis, the training ground for U.S. Naval officers and Marine Corps.

DAY 6 Baltimore—Philadelphia (106mi/170km)
Visit Independence Hall, see the Liberty Bell, walk along historic Elfreth's Alley, climb the steps at the Philadelphia Museum of Art, made famous in the Rocky movie.

DAY 7 Philadelphia
Visit the National Constitution Center, Franklin Institute and see the iconic LOVE sculpture.

DAY 8 Philadelphia—Lancaster—Gettysburg (137mi/220mi)
Explore Amish attractions throughout the county and learn about their customs and culture.

DAY 9 Gettysburg
Tour the Gettysburg Military Park (incl.), its museum and Visitor Center, housing the Gettysburg Cyclorama.

DAY 10 Gettysburg—Shenandoah NP/Luray (127mi/204km)
Travel along Skyland Drive for magnificent vistas. Make stops en route for pictures and short hikes.

DAY 11 Luray—Charlottesville—Luray (122mi/196km)
Visit Thomas Jefferson's Monticello, an architectural masterpiece and a World Heritage site, and the grounds at the University of Virginia.

DAY 12 Luray—Middleburg—Dulles (75mi/120km)
Stop in the historic village of Middleburg for lunch and shopping before departure.

DAY 13 Middleburg—Dulles
Return to Chicago's O'Hare International Airport for departure.

14 days/13 nights

UPDATED

The Great Lakes
Great Cities of the Great Lakes



DAY 1 Chicago
Arrive Chicago. Check in to hotel.

DAY 2 Chicago
Take an architectural river cruise this morning and visit the city's world-renowned National History Museum in the afternoon.

DAY 3 Chicago—Oak Park—Chicago (18mi/29km)
Spend the day touring Oak Park. Visit the home and studio of Frank Lloyd Wright and the Henningsway home.

DAY 4 Chicago—Milwaukee (92mi/148km)
Arrive Milwaukee. Visit the Harley-Davidson Museum and dine in one of the city's many bars.

DAY 5 Milwaukee
Visit Calatrava's Pavilion at the Milwaukee Museum of Art and take a walking tour of the city's eclectic neighborhoods.

DAY 6 Milwaukee—Door County (Ephraim) (184mi/296km)
Travel to Door County: state parks, lighthouses, 200 miles of shoreline.

DAY 7 Door County
Rent a bicycle or a pontoon boat, relax on the beach or enjoy a local festival or farmer's market.

DAY 8 Ephraim—Marquette (24mi/39km)
Scenic drive through the Upper Peninsula between Lake Superior and Lake Michigan.

DAY 9 Marquette—Mackinac Island (16mi/26km)
Leave your vehicle on the mainland. High speed ferry to Mackinac Island. Take a horse & buggy carriage tour.

DAY 10 Mackinac Island
Rent a bicycle and tour the island's historic sites or shop along the Victorian style Main St.

DAY 11 Mackinac Island—Traverse City (7 mi/11km)
Ferry back to the mainland and pick up your car. Take the scenic coastal route to Traverse City. Enjoy shops and lots of evening entertainment.

DAY 12 Traverse City—Sleeping Bear Dunes—Leelanau Peninsula—Traverse City (108mi/173km)
Visit Sleeping Bear Dunes National Lakeshore, climb the Dune, then tour some of the local wineries along the Leelanau Peninsula.

DAY 13 Traverse City—Holland (18mi/27km)
Stroll the quaint downtown and enjoy its galleries, shops and eateries.

DAY 14 Holland—Chicago (165mi/265km)
Return to Chicago's O'Hare International Airport for departure.

Hotels:

Silver

Washington, DC: x3 The Venetian Embassy Row, x2 Hotel Revival, x2 Canopy
Baltimore: x3 The Venetian Embassy Row, x2 Hotel Revival, x2 Canopy
Philadelphia: x3 The Venetian Embassy Row, x2 Hotel Revival, x2 Canopy
Gettysburg: x3 The Venetian Embassy Row, x2 Hotel Revival, x2 Canopy
Luray: x3 The Venetian Embassy Row, x2 Hotel Revival, x2 Canopy

Chicago: x3 The Gale Chicago, x2 Aloft Downtown Milwaukee, x2 Eagle Harbor Inn, x1 The Landmark Hotel, x1 Lake View Hotel, x2 Hotel Indigo, x1 CityLofts Hotel
Milwaukee: x3 The Gale Chicago, x2 Aloft Downtown Milwaukee, x2 Eagle Harbor Inn, x1 The Landmark Hotel, x1 Lake View Hotel, x2 Hotel Indigo, x1 CityLofts Hotel
Mackinac Island: x1 CityLofts Hotel
Traverse City: x1 CityLofts Hotel
Holland: x1 CityLofts Hotel

Package includes Accommodations, Round Trip Ferry to Mackinac Island, Taxes and TourMappers Self-Drive Travel App (see I&C for more info).

Door County

Historic Cities of the Mid-Atlantic



DAY 1 Washington, DC
Arrive Washington DC. Check in to hotel.

DAY 2 Washington, DC
Board a city tour (incl): See Capitol Hill, White House, Washington Monument, Memorials. Spend time strolling the streets of Georgetown.

DAY 3 Washington, DC
Visit some of the Smithsonian Museums. Take the metro to historic Alexandria, Virginia, and take a walking tour.

DAY 4 Washington, DC—Baltimore (40mi/65km)
Spend time at Baltimore's Inner Harbor, see the USS Constellation, a Civil War sloop. Dine in the historic Fells Point neighborhood.

DAY 5 Baltimore—Annapolis—Baltimore (61mi/98km)
Tour the U.S. Naval Academy in Annapolis, the training ground for U.S. Naval officers and Marine Corps.

DAY 6 Baltimore—Philadelphia (106mi/170km)
Visit Independence Hall, see the Liberty Bell, walk along historic Elfreth's Alley, climb the steps at the Philadelphia Museum of Art, made famous in the Rocky movie.

DAY 7 Philadelphia
Visit the National Constitution Center, Franklin Institute and see the iconic LOVE sculpture.

DAY 8 Philadelphia—Lancaster—Gettysburg (137mi/220mi)
Explore Amish attractions throughout the county and learn about their customs and culture.

DAY 9 Gettysburg
Tour the Gettysburg Military Park (incl.), its museum and Visitor Center, housing the Gettysburg Cyclorama.

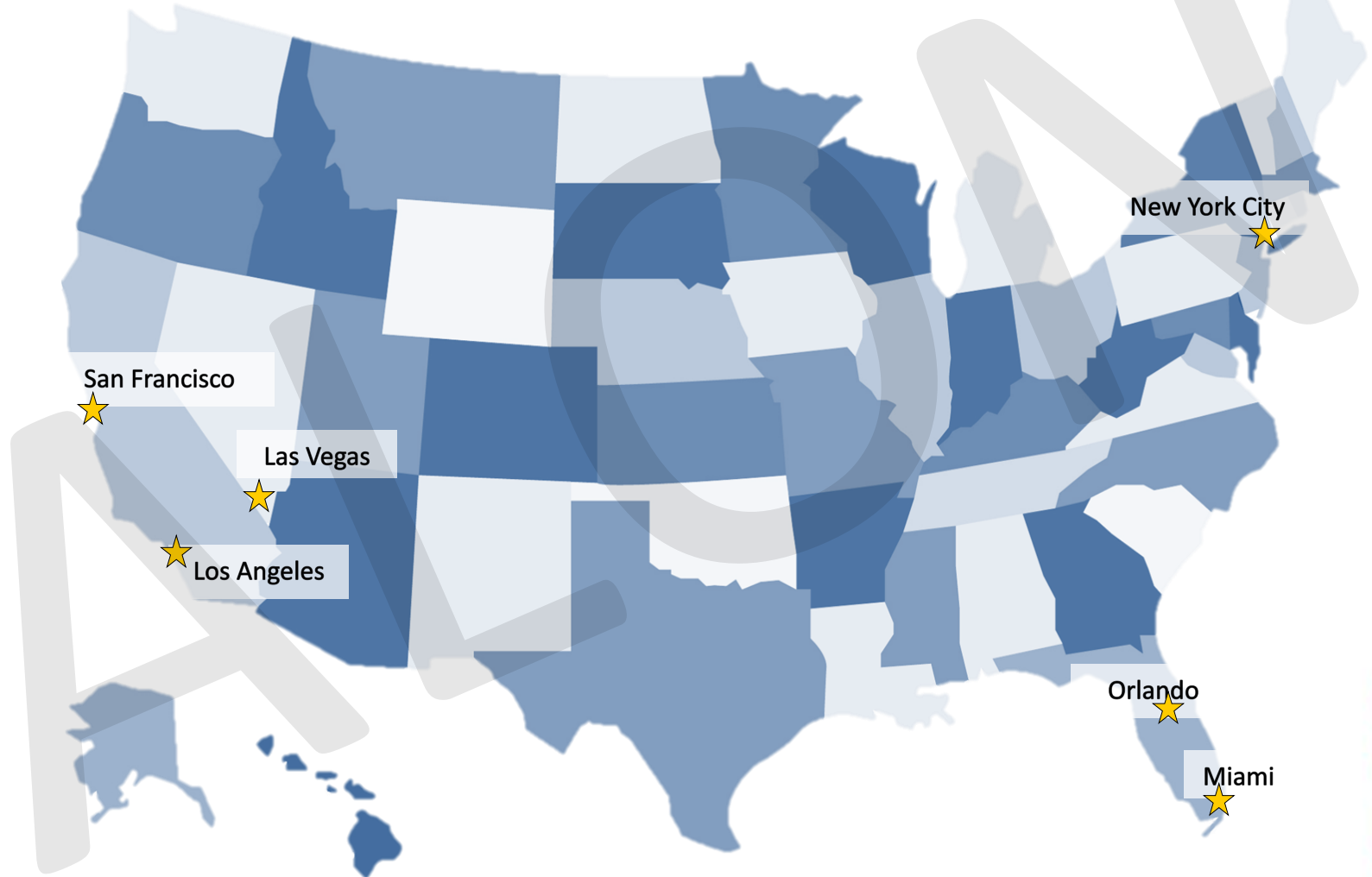
DAY 10 Gettysburg—Shenandoah NP/Luray (127mi/204km)
Travel along Skyland Drive for magnificent vistas. Make stops en route for pictures and short hikes.

DAY 11 Luray—Charlottesville—Luray (122mi/196km)
Visit Thomas Jefferson's Monticello, an architectural masterpiece and a World Heritage site, and the grounds at the University of Virginia.

DAY 12 Luray—Middleburg—Dulles (75mi/120km)
Stop in the historic village of Middleburg for lunch and shopping before departure.

The Travel Trade are Looking for You!

USA/Beyond the Gateways/Unique Local Experiences



Save the Date



STEP 3:
Product & Operational Strategy

Tuesday,
November 22nd 2022



Virtual Mni Marketplace

Tuesday,
December 13th, 2022

IITA Membership

**** Special Offer ****

Because you attended the Steps to Success program sponsored by **Philadelphia CVB** you are being afforded a fantastic opportunity!

25% Discount on IITA Membership

(through FY23)

DMO (City/CVB) and Suppliers (Individual Property):

\$695 membership **LESS 25% = \$525**

DMO (State/Region) and Suppliers (Multiple Properties):

\$995 membership **LESS 25% = \$750**

This discount is available through **October 15.**

DMO (City/CVB) [APPLY HERE!](#)

DMO (State/Region) [APPLY HERE!](#)

Suppliers (Individual Property) [APPLY HERE!](#)

Suppliers (Multiple Properties) [APPLY HERE!](#)

If you have any questions, please reach out: Kim.fisher@inboundtravel.org

JOIN NOW!

International Inbound Travel Association

Q&A

Which topic during this session has been most useful?

What would you like more information on?

What is most challenging for you that you would like to discuss further during the next session?