

STEPS TO SUCCESS**

International Inbound Travel Association

POWERED BY ALON

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Step #3: Product & Operational Strategy



Opening Remarks



Svetlana Yazovskikh
PHLCVB
Vice President of Global Tourism



Lisa Simon
IITA
Executive Director





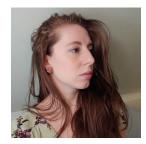
Industry Experts



Jennifer Ackerson
Presenter



Gloria LanTour America



Nina Giacobbe
Museum of the American
Revolution





Today's Session

- 1. Review
- 2. Product Development
- 3. Operational Efficiency



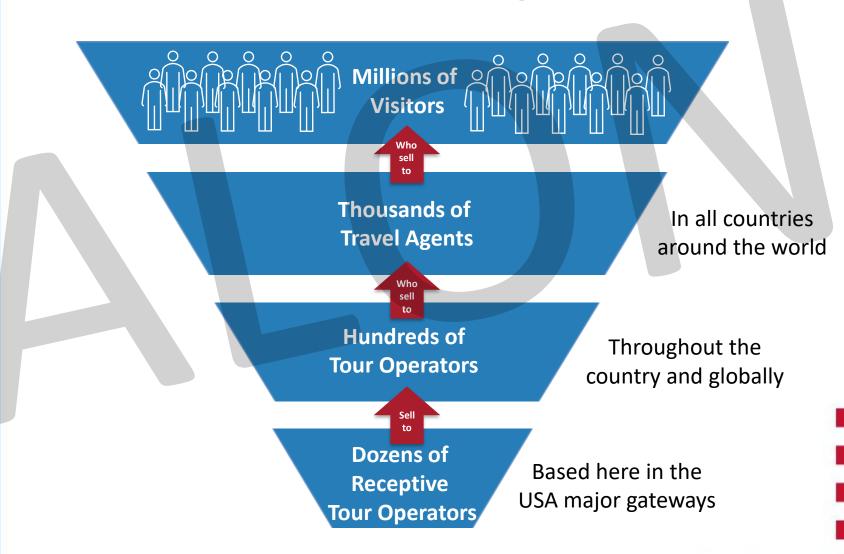








Visibility & Reach When Working with the Travel Trade





Deep Dive into the Travel Trade Distribution Channel





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

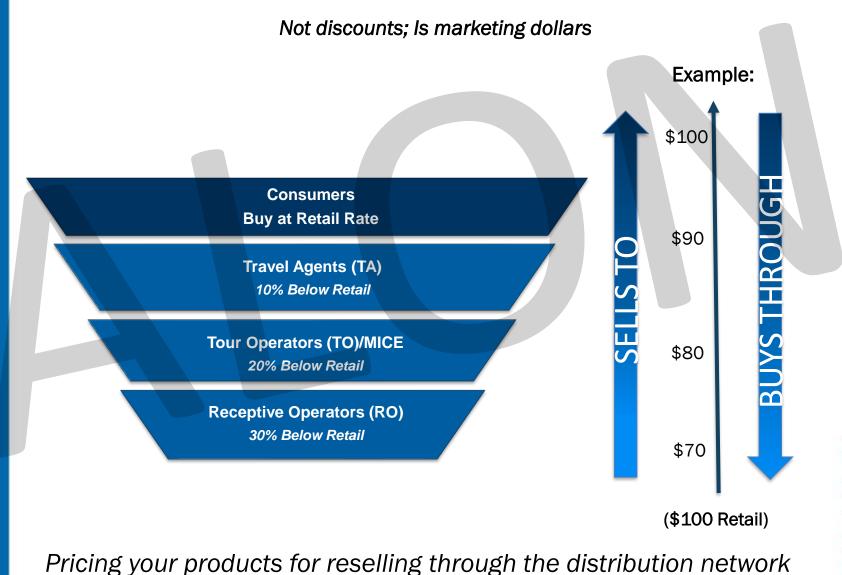
SUCCESS IS WHERE PREPARATION AND OPPORTUNITY MEET.

QUOTEHD.COM

Bobby Unser American Celebrity



Tiered/Confidential NET Rates





Back to Costs 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
- 5. Would seeing business in advance be helpful to your operation?

Do you see value in each other as partners?



Product Development





Bookable Product in the Marketplace in Advance

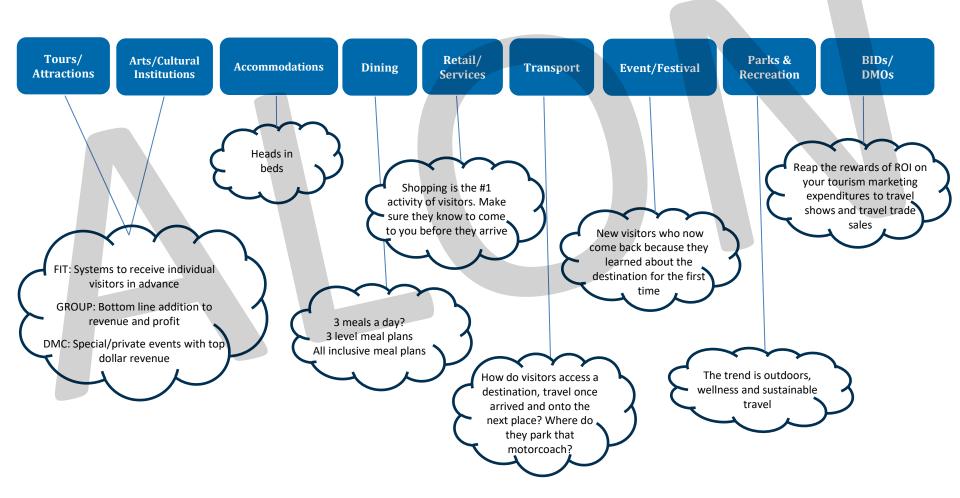
- 1. Something tangible the 3rd party buyer can sell
 - Sellable products and services
- 2. More client types via established tiered rates
- 3. Operationally matched to sell
 - ✓ How its purchased and work together
- 4. Fall into the sales cycle
- 5. Think FIT, GROUP, DMC
- 6. Existing and/or new







Product Inclusion







How Visitors Arrive Impacts

- How you operate
- How you present yourself
- The products and services you create
- Where you sell or go to get that business
- The associations you belong to
- How you sell
- The technology and connectivity you use
- Who you work together with as partners and resources
- How you track your business and when to expect results



How Visitors Arrive - FIT

FIT (Foreign Independent Travelers)

FIT (Foreign Independent Travelers)

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





FIT

- ✓ What is FIT?
- ✓ Why focus on FIT?
- ✓ International Travel







How Does FIT Work with Travel Trade?



Follow and manage the travel trade sales cycle



What Products are FIT?

- ✓ Typically, regularly scheduled
- √ Value-adds
- ✓ Product development next generation
- ✓ Custom experience higher price tag
- ✓ Upgrades, options, upsells
- ✓ Looking towards the future top trends



Accommodation Product Selling

Days of Week

Sun-Thurs

Fri-Sat

2023 September - November 15

 9/1/2023
 11/15/2023

 9/1/2023
 11/15/2023

 9/1/2023
 11/15/2023

 9/1/2023
 11/15/2023

Deluxe
Deluxe
Executive Suite
Executive Suite

Season Start	Season End	Days of Week	Type	RETAIL	TO Rate
022 April					
4/1/2023	//30/2023	Sup Thurs	Deluxe	\$xxx	\$xxx
4/1/2023	4/30/2023	Fri-Sat	Deluxe	\$xxx	\$xxx
4/1/2023	4/30/2023	Sun-Thurs	Executive Suite	\$xxx	\$xxx
4/1/2023	4/30/2022	Fri-Sat	Executive Suite	\$xxx	\$xxx
023 May					
5/1/2023	5/31/2023	Sun-Thurs	Deluxe	\$xxx	\$xxx
5/1/2023	5/31/2023	Fri sat	Deluxe	\$xxx	\$xxx
5/1/2023	5/31/2023	Sun-Thurs	Executive Suite	\$xxx	\$xxx
5/1/2023	5/31/2023	Fri-Sat	Executive Suite	\$xxx	\$xxx
023 June - Augu	ist				
6/1/2023	8/31/2023	Sun-Thurs	Deluxe	\$xxx	\$xxx
6/1/2023	8/31/2023	Fri-Sat	Deluxe	\$xxx	\$xxx
6/1/2023	8/31/2023	Sun-Thurs	Executive Suite	\$xxx	\$xxx
6/1/2023	8/31/2023	Fri-Sat	Executive Suite	\$xxx	\$xxx
023 September	- November 15				
9/1/2023	11/15/2023	Sun-Thurs	Deluxe	\$xxx	\$xxx
9/1/2023	11/15/2023	Fri-Sat	Deluxe	\$xxx	\$xxx
9/1/2023	11/15/2023	Sun-Thurs	Executive Suite	\$xxx	\$xxx
9/1/2023	11/15/2023	Fri-Sat	Executive Suite	\$xxx	\$xxx
023 November	16 – December				
11/16/2023	12/31/2023	Sun-Thurs	Deluxe	\$xxx	\$xxx
11/16/2023	12/31/2023	Fri-Sat	Deluxe	\$xxx	\$xxx
11/16/2023	12/31/2023	Sun-Thurs	Executive Suite	\$xxx	\$xxx
11/16/2023	12/31/2023	Fri-Sat	Executive Suite	\$xxx	\$xxx
024 January – N	/larch				
1/1/2024	3/31/2024	Sun-Thurs	Deluxe	\$xxx	\$xxx
1/1/2024	3/31/2024	Fri-Sat	Deluxe	\$xxx	\$xxx
1/1/2024	3/31/2024	Sun-Thurs	Executive Suite	\$xxx	\$xxx
1/1/2024	3/31/2024	Fri-Sat	Executive Suite	\$xxx	\$xxx



Product Creativity – Accommodation Selling

Season Start

Season End

- ✓ Booking period/season, day of week, room type, other variables
- ✓ Consider room allotments and free sell
- ✓ Stop sells on dates that close out
- Cutoff dates that work for you
- High demand rates preferred
- ✓ Room rates; no per person rates
- ✓ Upgrades; never downgrade
- ✓ Upgrades the travel trade can sell
- ✓ Static rates and product/inventory to sell in advance

2022 April					
4/1/2022	4/30/2022	Sun-Thurs	Deluxe	\$xxx	\$xxx
4/1/2022	4/30/2022	Fri-Sat	Deluxe	\$xxx	\$xxx
4/1/2022	4/30/2022	Sun-Thurs	Executive Suite	\$xxx	\$xxx
4/1/2022	4/30/2022	Fri-Sat	Executive Suite	\$xxx	\$xxx
2022 May					
5/1/2022	5/31/2022	Sun-Thurs	Deluxe	\$xxx	\$xxx
5/1/2022	5/31/2022	Fri-Sat	Deluxe	\$xxx	\$xxx
5/1/2022	5/31/2022	Sun-Thurs	Executive Suite	\$xxx	\$xxx
5/1/2022	5/31/2022	Fri-Sat	Executive Suite	\$xxx	\$xxx
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6/1/2022	8/31/2022	Sun-Thurs	Deluxe	\$xxx	\$xxx
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6/1/2022	8/31/2022	Sun-Thurs	Executive Suite	\$xxx	\$xxx
6/1/2022	8/31/2022	Fri-Sat	Executive Suite	\$xxx	\$xxx

Days of Week

RETAIL

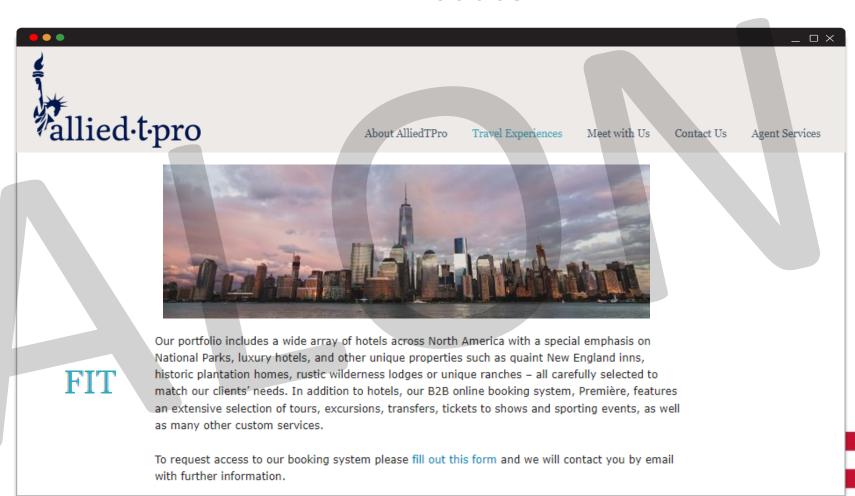
TO Rate

Calendar Year = April 1 - March 31

- Decide how you are going to work together
- ✓ Traditional or dynamic Ideally both!
- ✓ Work with internal team, partners, competitors and destinations nearby to master it.
- ✓ How are you going to take bookings (email, API, channel managers, etc.)



FIT Product



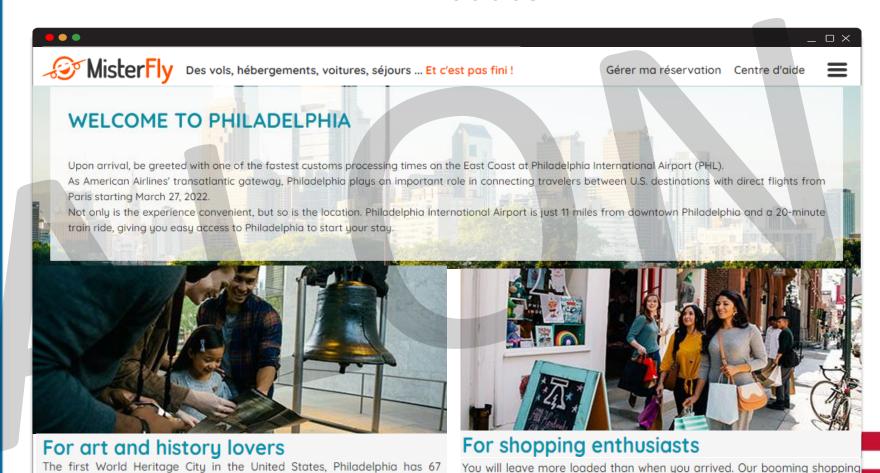


FIT Product





FIT Product



National Historic Landmarks in what is called the "most historic square

districts make Philadelphia a duty-free paradise for clothing and footwear.



Poll Questions

"Are you clear on FIT and how to set up in your business?"

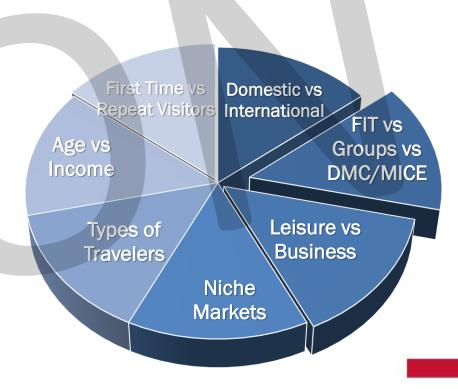
"With all you have learned, do you think you can more readily accommodate FIT business into your marketing mix?"



How Visitors Arrive - Group

Group Visitors (Typically, 10 or more)

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





How Visitors Arrive - Group

Addressing these in advance is important because the travel trade are relying on you to be thorough in teaching them about your business!

- How your group is arriving
- Timing
- Logistics
- Safety
- Accessibility
- Intricacies
- Policies
- Special services
- Group resources



This will aid in delivering a better client experience and sales knowledge for the operator.



Tour America

About Us















SUGGESTED ITINERARIES

NORMAL EAST COAST USA TOUR

NYC – PHILADELPHIA – WASHINGTON DC – NIAGARA FALLS – BOSTON

Day 1: New York City arrival & half day city tour

Day 2: Full day New York City tour

Day 3: NYC - Philadelphia - Washington D.C.

Day 4: Washington D.C. – Hershey – Corning

Day 5 : Corning – Niagara Falls (U.S. side)

Day 6: Niagara Falls - Boston

Day 7 : Boston – New York

Day 8 : Shopping at Woodbury Premium Outlets & departure transfer





PHILADELPHIA



BIRTHPLACE OF THE USA & THE CITY OF BROTHERLY LOVE

- INDEPENDENCE HALL
- LIBERTY BELL
- CITY HALL
- LOVE PARK
- "ROCKY" STATUE



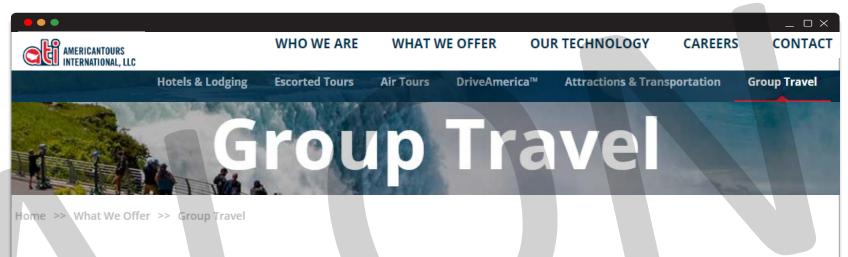








Group Product



North America's Group Travel Experts

With a network of group travel experts strategically based across the continent, ATI is uniquely qualified to plan and coordinate your special event in any North American destination. For groups of 20 to 2,000 or more, ATI will design a custom itinerary, including anything from hotel accommodations to themed events, transportation to top line entertainment. With our team's expertise and relationships, the possibilities are endless for your group experience in North America. For all Special Group, Event, and Incentive inquires please reach out to us at groupslax@americantours.com



Poll Question

"Are you currently working with MICE/DMC market?"

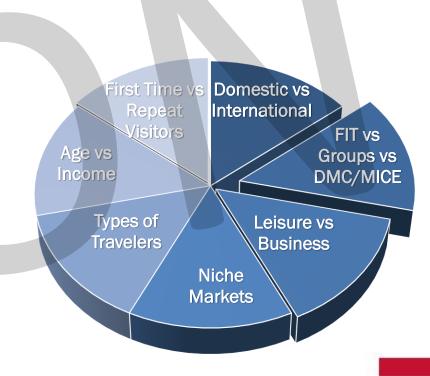
MICE/DMC: (Meetings, Incentives, Congresses, Exhibitions/ Destination Management Companies)



How Visitors Arrive - DMC/MICE

DMC (Destination Management Company) & MICE (Meeting, Incentive, Conference/Congress, Exhibition)

✓ Custom, events, VIP, unique, one-ofa-kind experiences





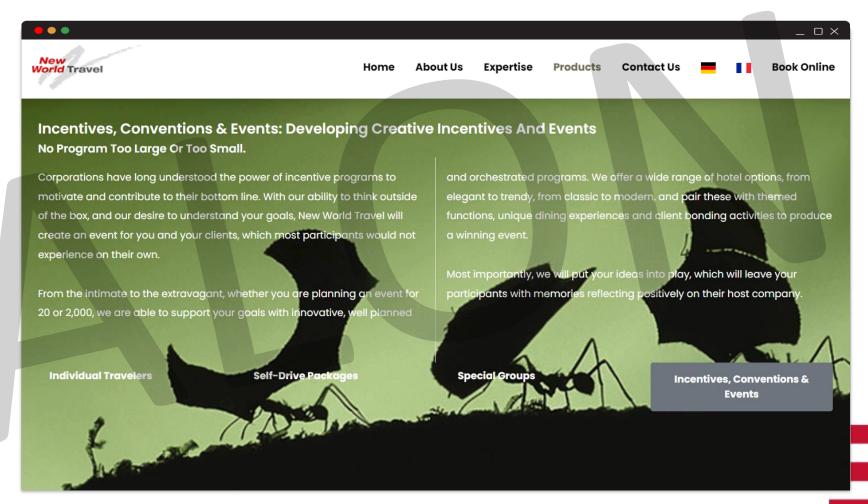
DMC/MICE

- ✓ Products
- ✓ Service
- ✓ Commitment
- ✓ Process/RFP
- ✓ Proposals/Templates



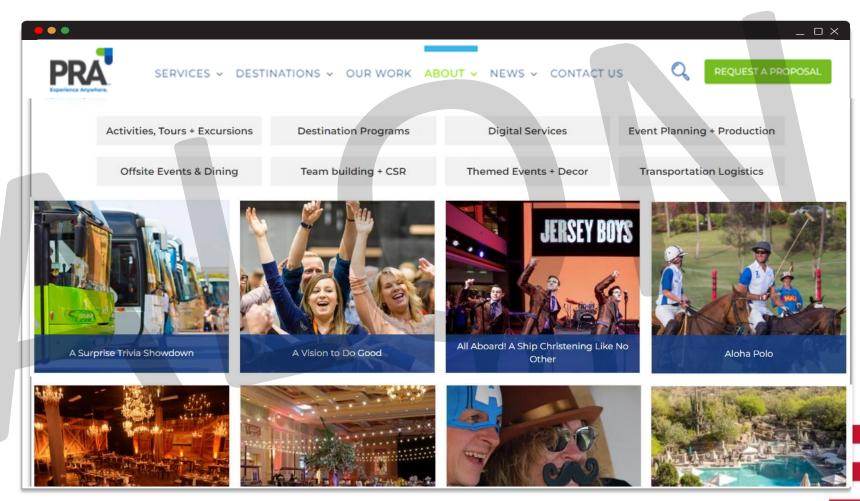


DMC/MICE Product





DMC/MICE Product





Operational Efficiency





Fulfillment!



- By category of business
- ✓ By type of visitor FIT, Group DMC
- Operational support documents
- Connectivity and technology



Key Aspects to Consider

All Business Categories

- ✓ New business segment; new operational practices
- ✓ Policies, systems, organization
- Partnerships
- √ Key contact(s)
- ✓ Internal communication
- ✓ Identify intricacies based on your vertical of supplier business

- ✓ Juxtaposition of the destination
- Resources to have and provide
- ✓ Long haul commitment

Each Category is Unique

Tours/ Attractions

Arts/Cultural Institutions

Accommodations

Dining

Retail/ Services

Transport

Event/Festival

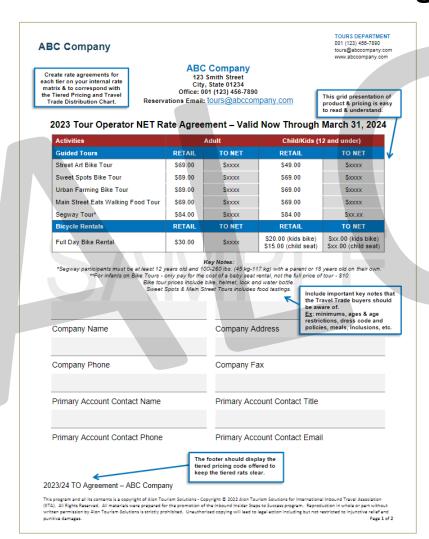
Parks & Recreation

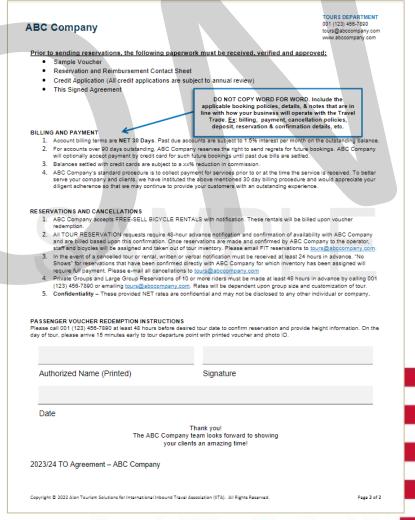
BIDs/ DMOs





Travel Trade Support Documents Rate Agreement







Travel Trade Support Documents

Reservation and Reimbursement

ABC C	ompany				TOURS DEPARTMENT 001 (123) 458-7890 tours@abccompany.com www.abccompany.com	
	Reservation and Reimbursement Contact Sheet					
The information on this form is required and must be completed before reservations will be accepted and confirmed.						
Please er	Please email completed forms and direct all questions to tours@abccompany.com or 001 (123) 456-7890.					
	How the travel trade buyer will send reservations.					
RESERVA	ATION INFORMATION:	will sen	d reservation	is.		
Reservat	Reservation notifications (or)		V .	Voucher:		
	requests arrive via:		onfirmation required:			
	□ E-Mail		□ Yes. via E-Mail		/Mobile	
□ N/A,	Free-sell	I res, via E-i		□ No voi	ucher, name given in advance	
REIMBURSEMENT:						
	Billing:			Include options on how your business can accept reservations & payment that		
	□ Automatic – You do not need to send us an invo			are in line with how your business will		
Send	Send an invoice operate with the travel trade.					
Is proof of vouchers required? □ Yes □ No						
Send Inv	Send Invoices via: Payments made via: Sample Company Account Number					
□ Mail	☐ Mail ☐ Check (if assigned by your system): ☐ N/A					
□ E-Ma	□ E-Mail □ Direct Deposit/ EFT					
	Address to submit invoices: N/A					
	Invoice/Billing Point of Contact:					
Name:_	Phone:			E-Mail:		
E-Mail:						
- man						
SUPPORT CONTACTS:						
	Accounting and	Reservation Question		Changes to Product Listings stions /Service, Schedule Updates, &		
	Reconciliation Redemptions				Blackout Dates, etc.	
Name			1		1	
Name		These sections prov				
Phone			information for the trave company when there are			
I -		changes in	your produc	t/service.		
E-mail						
Payment: All invoices payable within thirty (30) days or subject to 1.5% interest penalty per month.						
At your discretion						
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	permission by Alon Tourism Solutions is strictly prohibited. Unauthorized copying will lead to legal action including but not restricted to injunctive relief and punitive damages.					



How the Travel Trade are Selling You

- ✓ Brick & mortar stores
- ✓ Product & contracting departments
- ✓ B2B & B2C tour brochures/catalogues
- ✓ Confidential tariffs
- ✓ Websites
- ✓ Call centers
- ✓ Online (OTA)
- ✓ Advertising via Sunday reader circulation
- ✓ Consumer tradeshows (USA pavilions)
- ✓ Mailings
- ✓ Newsletters







Engage with the Travel Trade

Local, State, Regional, National







Build Your Relationships



FAMs & Site Inspections



Travel Media Resources



Build relationships

Keep it simple

Resources galore

It's the easy part!

It is up to you to have a plan to build your relationships and communication with the Travel Trade



Save the Date



Tuesday, December 13th, 2022

- ✓ Present your one pager and have conversation with buyers
- ✓ Sign up for the session
- ✓ Prepare your material
- √ 3-minute presentations



The Travel Trade are Looking for YOU!

Your place to meet the leading U.S. Inbound Operators!



Business Appointments
Education and Industry Updates
LOTS of Networking

Affordable * Intimate * Effective

February 12-15, 2023

InboundTravel.org/Summit



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 December 15.

DMO (City/CVB) <u>APPLY HERE!</u>
DMO (State/Region) <u>APPLY HERE!</u>
Suppliers (Individual Property) <u>APPLY HERE!</u>
Suppliers (Multiple Properties) <u>APPLY HERE!</u>

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