



Preparing for the International Tourism Trade

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AIANTA

American Indian Alaska Native
Tourism Association

Are you ready for International business to increase your tourism revenue?



Who is your target?

■ Cultural Heritage Travelers

- Better educated
- Well traveled
- Physically active at every age
- Higher household income
- Seek authentic experiences
- Seek to learn something
- Appreciate they are in a special place
- Acknowledge they have special access to culture
- Have the ability to pay for high quality experiences

How do you determine if you are ready for international visitors?

■ Inventory

- List of authentic assets & experiences
- What can you offer?
 - Guided tour, hikes, festivals, traditional food, lodging, restaurants
 - What do you have that has depth and quality?

■ Partnerships

- Regional partners who can offer what you can not

Visitor ready determination

Do you have the staff to deliver what you promise?

- Knowledgeable
- Reliable
- Flexible and nimble
- Good sense of humor

Craft your message to educate your customer

- Target your message to your customer
 - International vs. U.S. domestic
- Marketing is education
- Niche travelers are not looking for a mass market experience
 - Personalize this to their individual interests
 - i.e. women's programs

Bottom Line!

To profit from travelers understand their expectations

- They want to learn
- They seek an authentic experience
- They want to meet local people
- They want active experiences
- They want a reliable and memorable experience

Why is international important to your business?

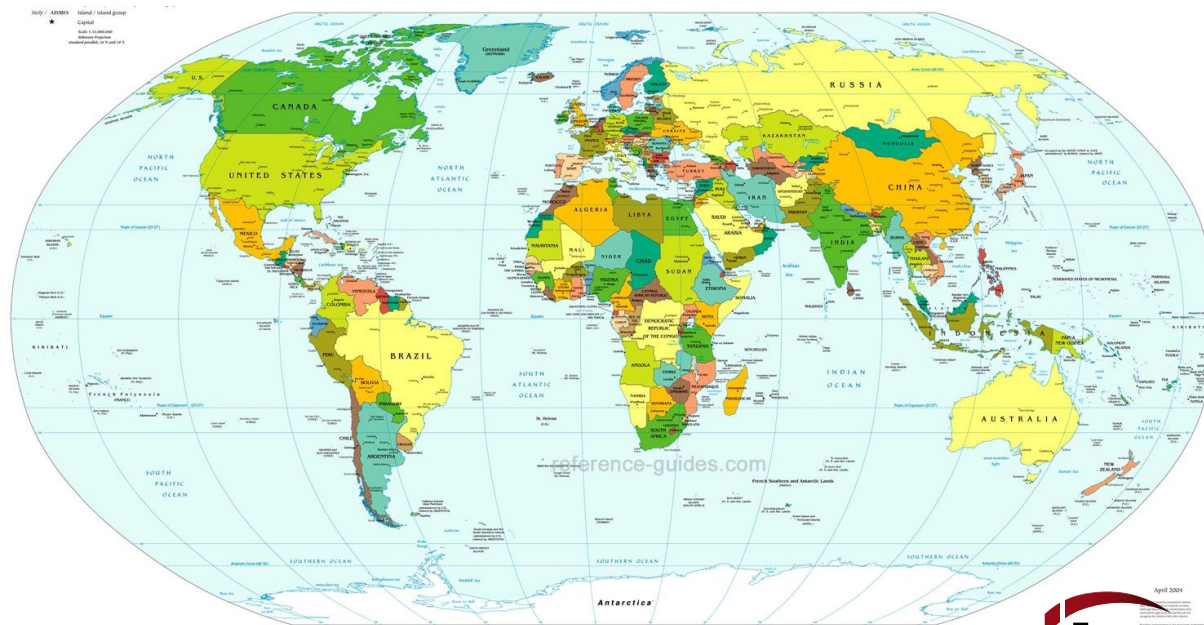
- The typical international traveler to the U.S. spends \$4,500 per person and easily stays two weeks in the U.S.

Talk to your visitor about what they want

- Talk to your tour operator and receptive operator
- Design country specific programs to targeted visitors

Target your markets

Country preferences



United Kingdom'

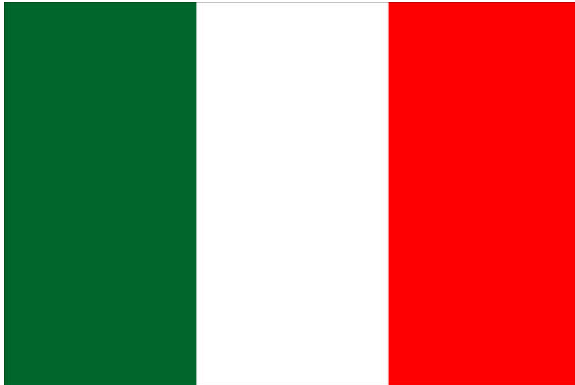


- ! Shopping!
- ! Historic!sites!
- ! Na8onal!Parks!
- ! Gaming!
- ! Country!music!
- ! Wineries!
- ! Prefer!to!visit!Aug`Oct.!

Preferences



Italy'
Italia&



- ! It's!all!about!the!food!
- ! Dining!in!expensive! restaurants!!
- ! Visi8ng!historical! places,!museums!!
- ! Visi8ng!theme!and! amusement!parks!and! na8onal!parks!

Preferences



Germany'
Deutschland&



! Authentic Visits!
! Blues!
! Beaches!
! Heat!
! American!Indian!
Experience!

! Dislike!A/C!

Preferences



China' &



- ! Shopping!centers!
- ! Casinos!!
- ! Wine!
- ! Yachts!
- ! Hun8ng!
- ! Horses!!
- ! Seeing!as!many!things!as!possible!
- ! Lively,!loud!environments!

Preferences

Promoting Your Product

- Media/Travel Writers
- Internet/Social Media
- Tour Operator
- Receptive Operator

Partners in Profit

Collaborating with Marketing Partners



Define Your Product

- FIT/Fly Drive-Group
- Set a budget
- Choose your market(s)
- Choose your Promotional Activities
- Produce Promotional Materials specific to your target market
- Promote “In-House”
- Choose your PARTNERS

International Marketing Tools

- Trade Show Participation
 - U.S.-IPW, Go West Summit, other regional shows
 - Europe-ITB, World Travel Market, Showcase Italy
 - Asia-JATA/Japan, CITM/China
- Sales Missions
- Familiarization Tours
 - Trade-Product exposure and development
 - Press-Editorial Coverage

International Marketing Tools

- Web Site
- Advertising
- Editorial Coverage
- Guide Books
- Word of Mouth

International Partners

- CVB and other local DMO's
- State Tourism Office
 - In-Market Representation
- Regional Tourism Promotion Groups (AIANTA)
- Visit USA/Brand USA
- NTA
- U.S. Department of Commerce
- Receptive Operators

DON'T GO IT ALONE!

Receptive Operators

- Receptive Operator: A ground operator who packages and sells services such as hotels, sightseeing, attractions, transportation.
- Knows the international tour operators in the market(s) you are targeting
- Makes booking easy for the tour operators with on-line booking systems, payment plans, etc.
- Assists the supplier with payments, collection of funds, etc.
- U.S. based contact for your business and travelers

When is pricing information needed

- Each market will have different timing for when rates are required...
- General Guidelines
 - Receptive Operators-June or earlier (prior to IPW)
 - UK-June (for the following year)
 - Europe-September (for the following year)
 - Asia-January (for current year)

Choosing a Receptive Operator

- You do not have to work with everyone
- Your Homework: Markets, Programs, Seasons
- Ask your DMO to help you narrow down company choices
- Learn about their reputation
 - Booking Procedures
 - Payment Record
- Know the difference between a Receptive and OTA

What to Learn for your Markets

- Know the country culture
- Allow time for business relationships to grow
- Business expectations: socializing, gift-giving, presentation of business cards
- Understand communication styles

Products Buyers Offer

- FIT (Foreign Independent Traveler)
- Escorted Group Tours
- Fly-Drive programs
- International Leisure Groups
- MICE groups

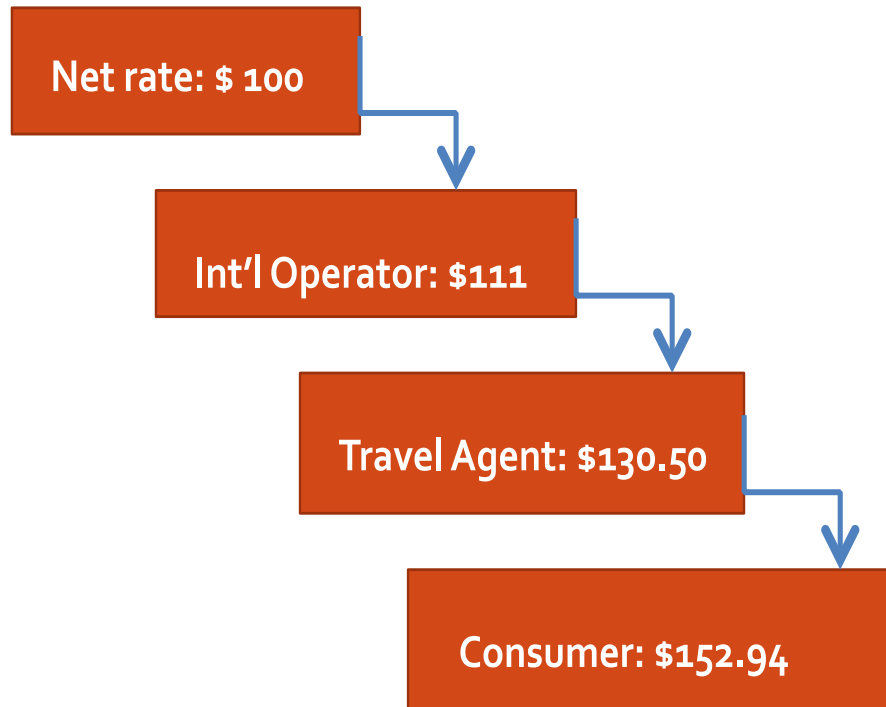
Advantages of Working with Receptive Operators

- Most efficient access to international FIT travelers
- Overcoming language barriers
- Located in North American time zone
- Access to international groups
- RTO's assume currency risk and risk of collections
- RTO's require issuing few contracts
- RTO's can move distressed inventory at higher yields than OTA's
- RTO's can provide free advertising in international markets via Tour Operator brochures and co-op advertising

Disadvantages of Working with Receptive Operators

- Must provide rates 18 months in advance
- Tiered rate discount can seem unnecessary in robust economy
- RTO's may not always be able to fill their contracted allotments
 - Allotments are not always necessary

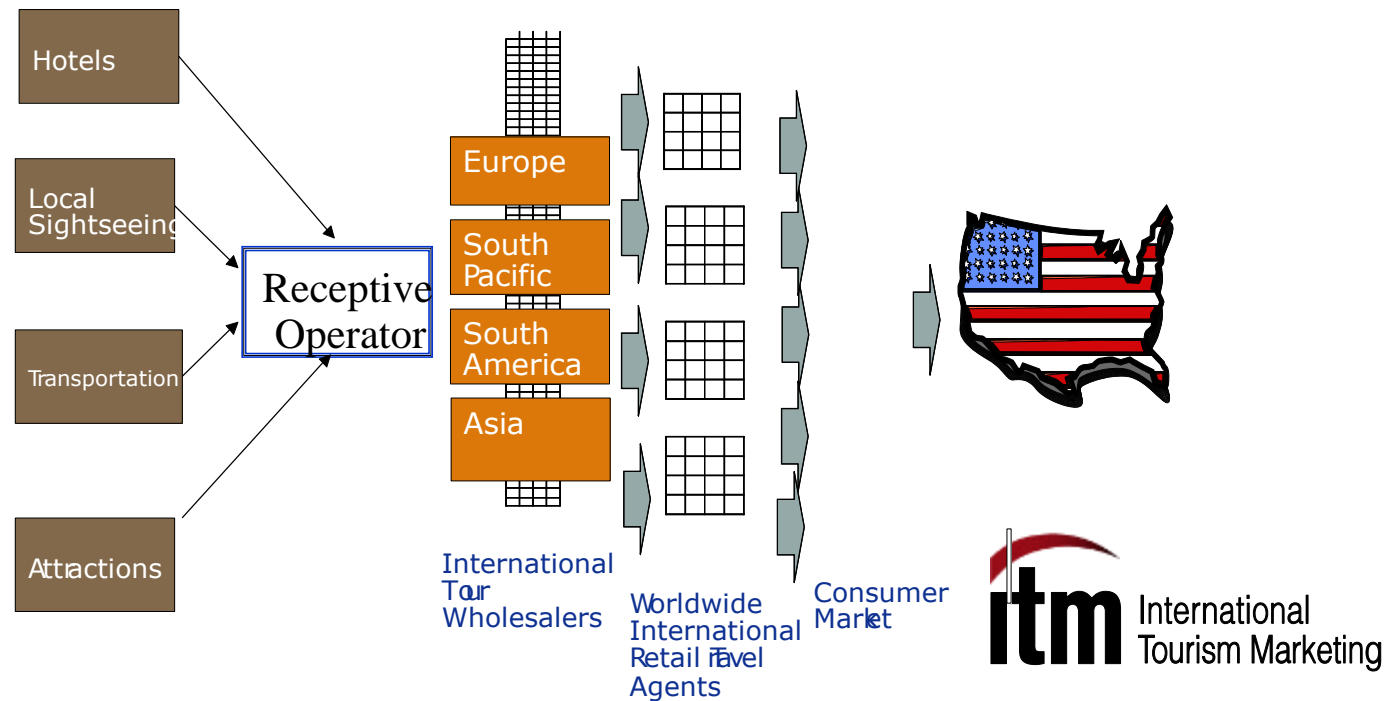
Traditional Tiered Pricing Model



Source: North American Journeys



How Tour Operators Work



How do I begin?



What to do now?

- Determine your access/gateway airport
- Determine what attractions would international visitors be interested in
- Put your package together
- Partner with local DMO's
- Partner with area hotels
- Partner with Receptive Tour Operators and Tour Operators

Prepare your Marketing Tools

- Business Cards in appropriate language
- Sample Itineraries
- Images (computer, tablet, photos, brochures)
- Make an appointment, be on time
- Make a notebook of Appointments
 - Create a lead sheet
 - Include a place for business cards to be staples or glued to the sheet
 - A place to take notes
- Follow up, Follow up, Follow up

Now that you are ready
Enjoy your new
opportunities!!

Thank you!

