



Preparing for a Successful Trade Show

[Go International]

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Aianta

American Indian Alaska Native
Tourism Association

Target your markets

Country preferences



SHOW CASE US*ITALY



Italy'
Italia&



- ! It's all about the food!
- ! Dining in expensive restaurants!!
- ! Visiting historical places, museums!!
- ! Visiting theme land! amusement parks! national parks!

Preferences

world[®] travel market



United Kingdom'



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

Preferences





ipw[®]

Powered by U.S. Travel

ANAHEIM

JUNE 1-5, 2019



AIANTA
American Indian Alaska Native
Tourism Association

THE WORLD'S LEADING TRAVEL TRADE SHOW® 7 - 11 MARCH 2018



Germany'
Deutschland&



- ! Authen&c!Visits!
- ! Blues!
- ! Beaches!
- ! Heat!
- ! American!Indian!
- Experience!

- ! Dislike!A/C!

Preferences



Go West

S U M M I T



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.

Partners in Profit



Promoting Your Product

- Press
- Internet
- Tour Operator
- Receptive Operator

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

DON'T GO IT ALONE!

International Marketing Tools

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

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

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

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

What to bring

- 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

What to Expect – Success is an investment

- **Year 1-** learning show and culture & relationship building
- **Year 2-3-** relationship building established and gaining trust, tour sales
- **Year 4-5-** business growth

Post trade show

- Create your database
- Follow Up, Follow Up!
- Measure your results

Now that you are ready
Enjoy your new
opportunities!!

Thank You!

