Preparing for a Successful Trade Show
[Go International]

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Target your markets

Country preferences
Preferences

- It's all about the food!
- Dining in inexpensive restaurants!!
- Visiting historical places, museums!!
- Visiting the homeland, amusement parks, national parks!
World Travel Market

United Kingdom

- Shopping!
- Historic sites!
- National Parks!
- Gaming!
- Country music!
- Wineries!
- Prefer to visit Aug-Oct!
THE WORLD'S LEADING TRAVEL TRADE SHOW®
7 - 11 MARCH 2018
ITB BERLIN

Preferences

! Authent8cVisits!
! Blues!
! Beaches!
! Heat!
! American!Indian!Experience!

! Dislike!A/C!

Germany'
Deutschland&
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!