





### Preparing for a Successful Trade Show

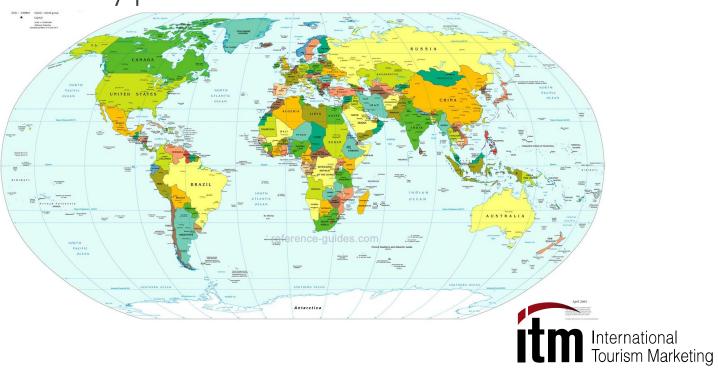
[Go International]

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### Target your markets

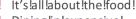












- ! It's lall labout! the! food!
  ! Dining lin! expensive!
  restaurants!!
  ! Visi8 ng! historical!
  places,! museums!!
  ! Visi8 ng! themeland!
  amusement! parks! and!
  na8 onal! barks! na8onal!parks!













# world travel market







#### United'Kingdom'



#### Shopping!

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

# Preferences















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







#### Germany' Deutschland&



- ! Authen8c!Visits!
- Blues!
- ! Beaches!
- ! Heat!
- ! American!Indian! Experience!

! Dislike!A/C!











## 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!



