

INBOUND INSIDER

 **STEPS TO  
SUCCESS™**

**4-STEP INTERNATIONAL INBOUND TRAVEL TRAINING PROGRAM**



POWERED BY



## ABOUT STEPS TO SUCCESS

In 2017, the International Inbound Travel Association partnered with ALON Marketing Group to launch a nationwide tourism training program, ***Inbound Insider Steps to Success™***, a 4-step training program for DMOs and their supplier stakeholders to learn how to work with U.S.-based inbound operators and grow their share of the nation's international inbound travel business.

The International Inbound Travel Association (IITA), is the national nonprofit trade association representing the United States' international inbound travel industry.

The ***Inbound Insider Steps to Success™*** program is presented by ALON Marketing Group (ALON). As the country's leading training and inbound marketing consultancy firm, ALON has successfully helped tourism suppliers and destinations with B2B inbound tourism strategies for more than 20 years. ALON designed and delivers the successful ongoing "Tourism Ready" program for NYC & Company, the official DMO of New York City.

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### HOST TESTIMONIALS:

"We were incredibly excited to be able to present this learning opportunity to our hospitality partners, and we couldn't have been more pleased with the results. Jennifer presented the material in a very structured and easy-to-understand format, leaving our attendees with a much better understanding of the international travel industry and how they can be a part of it."

#### MINDY SHEA

DIRECTOR OF TOUR, TRAVEL & INTERNATIONAL SALES, VISIT SAVANNAH

"As a state that is relatively new to working with the International Inbound Travel Trade, Arkansas found that education and understanding were key components that many of our partners were missing. Working with IITA's Steps to Success Program is helping us provide a strong foundation to build upon in the future."

#### JESSICA LEDBETTER

SALES MANAGER, ARKANSAS TOURISM



CUSTOMIZED  
RESULTS DRIVEN  
PROVEN IMPACT

For more information,  
visit [INBOUNDTRAVEL.ORG](https://www.inboundtravel.org)

# STEP 1: THE PARADIGM SHIFT

## INBOUND TRAVEL MARKET DEVELOPMENT

- Overview of working effectively with the B2B inbound travel trade to develop international travel and tourism business
- Introduction of the essential “how to” in developing an effective and trackable year-round strategy
- Customized content for each destination to inspire tourism stakeholders to embrace the journey they will take

# STEP 2: RESOURCE DEVELOPMENT

## STEP-BY-STEP MECHANICS ON “HOW TO PREPARE”

- Deep dive into the travel trade distribution channel to appreciate and understand the varied types of travel trade business that can be achieved
- Discover the influential points and aspects to include in business profiles to gain travel trade traction
- Develop a pricing structure while maintaining the rate integrity of the travel trade distribution

# STEP 3: STRATEGY AND OPERATION SETUP

## OPERATIONAL STRATEGIES

- Develop an attainable plan and strategy for building international inbound business
- Discussion of products/services that are essential and attractive to international visitors that can be sold by the travel trade
- Understand the travel trade sales cycle to maximize sales year over year
- Development of operational practices, policies, systems; and receive necessary and useful resources

# STEP 4: ONE-ON-ONE PARTICIPANT SESSIONS

## COACHING AND CONSULTING

- Individual work with participating tourism stakeholders to achieve progress toward the destination’s objective of developing tourism suppliers who know how to work with the travel trade
- Provide guidance on creating effective individual key documents; the process teaches the what and how to work with inbound operators
- Timelines assigned to complete work within two phases over time by email/phone

**DMOs** become a product that can be sold with an actual ROI in addition to a place promoted.

**SUPPLIERS** obtain a new repeat revenue source and grow their businesses.

**BUYERS** gain capable partners, bookable products and expand their reach and network.

**VISITORS** gain improved, tailored and unique experiences.

For more information, please contact:  
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International Inbound Travel Association

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POWERED BY



**Jennifer Ackerson**  
*Presenter & President*  
*ALON Marketing Group*

