

INBOUND INSIDER



**STEPS TO
SUCCESS™**

INTERNATIONAL INBOUND TRAVEL TRAINING PROGRAM



**PARADIGM SHIFT
IMPLEMENT FRAMEWORK
TOURISM SUCCESS**



IMAGINE ...

a destination where your tourism suppliers have adequate knowledge to work effectively with travel trade buyers. Your ROI in attending tradeshow and marketing dollar expenditures results in new itineraries and features in travel trade portfolios/ tariffs. Tour operators and inbound operators feel assured and confident in selling your destination because they have well trained suppliers that are able to provide them with the resources to grow profits year-over-year in international markets.

What if those scenarios could become reality?

Well, they can, through Steps to Success™!

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

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

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

VISITORS gain improved, tailored and unique experiences.



ABOUT STEPS TO SUCCESS

In 2017, the International Inbound Travel Association (IITA) partnered with ALON Marketing Group to launch *Inbound Insider: Steps to Success™*, a nationwide inbound travel training program and has been put to work in many destinations across the US.

Steps to Success is designed specifically for destinations and tourism stakeholders to support tourism development by providing tools, resources, and the know-how in working effectively with the travel trade.

This inbound travel training program is 4-steps with 2 facets of service:

- **Steps 1-3** provide a strategy framework of training, principles, and tactics.
- **Step 4** is the implementation phase with guided one-on-one instruction for suppliers with ALON Marketing Group. This step includes tailoring for the businesses and customizing to the destination.

There is no doubt that DMOs are experts in promoting their destination. Let us help you and your tourism stakeholders bring more ROI to your destination by becoming a product to be sold in addition to a place promoted.



IITA, is the national nonprofit trade association representing the United States' international inbound travel industry.



ALON is the country's leading training and inbound marketing consultancy firm and has successfully helped tourism suppliers and destinations with B2B inbound tourism strategies for more than 20 years.

STEP 1: THE PARADIGM SHIFT

INBOUND TRAVEL MARKET DEVELOPMENT

- Overview of working effectively with the B2B inbound travel trade to develop international inbound travel business.
- Save time and money by following an easy and defined step-by-step process because working with the travel trade has specific protocols.
- Receive content to match the challenges within your destination and inspire tourism stakeholders to embrace the work to be done within their tourism businesses.

STEP 2: RESOURCE DEVELOPMENT

MECHANICS ON “HOW TO PREPARE”

- Dive deeper into each travel trade level characteristics and begin to shape tourism products and strategy based on a new understanding of this market.
- Learn how to write a business profile that gets traction, and most importantly, speaks definitively to a 3rd party seller so they can literally sell you.
- Develop a competitive pricing structure while maintaining rate integrity.
- Take major steps toward having sellable products for the travel trade.

STEP 3: INTERNATIONAL PLAN DEVELOPMENT

OPERATIONAL STRATEGIES

- Develop an attainable international plan and strategy for building inbound travel business.
- Discuss how to set up your product and services for inbound visitors.
- Implement and optimize the travel trade sales cycle to maximize sales.
- Develop the operations, policies, and systems you need in place.

STEP 4: IMPLEMENTATION

ONE-ON-ONE COACHING

- Includes strategic tailored tourism support for the businesses and customizing to the destinations development goals.
- Provides guided, hands on instruction and coaching with tourism stakeholders to develop their individual businesses to produce product, pricing, resources, and systems to effectively work with the travel trade and handle tour and travel business.
- Includes strategic meetings with CEO's, revenue managers, and GM's.

CONSIDER STEPS TO SUCCESS IF:

- You are frustrated with suppliers who do not understand how to work with the travel trade.
 - You want true ROI on your marketing spend and tradeshow attendance.
 - You desire confident assured travel trade about your destination.
 - You want to have suppliers who can offer sellable product (specifically FIT), proper pricing (tiered, static, etc.) and flexible policies.
 - You build business on a year-round basis during off season and outside of your peak periods.
 - You want to be representative of all visitor types; FIT, Group, and DMC/MICE visitors and expand market segments.
 - You want to quickly train new staff and assist GM's or revenue managers who make market decisions but do not understand the value of the tour and travel market.
 - You want to create stop-over business or want to increase overnight business.
 - You desire to provide impactful destination stewardship to support your communities and tourism businesses/services post-Covid.
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TESTIMONIALS:

“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

“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



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POWERED BY



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