



INTERNATIONAL INBOUND TRAVEL TRAINING PROGRAM

In 2017, the International Inbound Travel Association (IITA) partnered with ALON Marketing Group to launch ***Inbound Insider: Steps to Success™***, an international inbound travel training program that has been implemented in many destinations across the USA.

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 4-step training program offers two levels of service:

- **Steps 1-3:** The strategy framework of principles and tactics. We teach the steps to you.
- **Step 4:** The implementation phase with guided one-on-one instruction for suppliers with ALON Marketing Group. This step includes a customized approach with tailored support for participating suppliers, as well as, the destination as a whole.

DMOs are the experts in promoting their destinations. Our goal is to set you up for success through properly training your suppliers and provide you with competitive products and services needed to sell your destination on the global tourism stage and create greater ROI from your tourism marketing efforts and dollars.

DESTINATIONS
become a product that can be sold rather than just a place promoted.

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

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

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

CONSIDER STEPS TO SUCCESS IF ...

- You want your suppliers to have sellable product, equitable pricing that works for international markets and an understanding of systems and policies that result in great working relationships with the travel trade.
- You want your destination to be able to attract inbound travel visitors that will expand your international market segments (FIT, Group, and DMC/MICE visitors).
- You want to quickly inform new staff post-Covid and assist GMs and revenue managers who make decisions but do not understand the tour and travel market.
- You want to add your destination to international inbound itineraries for new stop-over business or increase overnight business.
- You want to successfully play your role in providing impactful destination stewardship to support your communities and tourism businesses post-Covid.

“Pure Michigan, like many state DMOs has been working in the international marketing arena for years to generate awareness of the state as a premium four-season destination. For our efforts to be fully successful, we knew we would need to do a better job of engaging our local DMOs, hoteliers and attractions with tour operators, agencies and especially receptive tour operators.

IITA has helped to inform our industry about this complicated and important business, how it works and how they can generate additional international business”

DAVE LORENZ

VICE PRESIDENT, TRAVEL MICHIGAN



STEP 1: INTRODUCTION TO INBOUND TRAVEL TRADE

- Receive an overview of how to work effectively with the B2B inbound travel trade to develop international inbound travel business.
- Obtain critical information to develop your travel trade destination goals
- Strategically prepare your tourism suppliers to work with the travel trade and diminish any doubts and challenges within your destination about working with the travel trade.
- Position the value of the inbound market to inspire(s) tourism stakeholders and embrace the protocols and specific steps to be done within their tourism businesses.

STEP 2: RESOURCE DEVELOPMENT

- Dive deeper into the various levels of the travel trade and their unique characteristics to begin to shape your inbound tourism development strategy.
- Build a dynamic “business profile” that addresses requirements of a 3rd party seller of travel products and gets traction to sell your destination stakeholders more easily.
- Develop a competitive pricing structure while maintaining industry rate integrity.

STEP 3: PRODUCT & OPERATIONAL STRATEGY

- Develop and ensure your product and services are positioned to serve the inbound visitor market.
- Optimize and implement the travel trade sales cycle to maximize sales and efficiency.
- Develop the operations, policies, and systems that work commendably with resellers of travel.

STEP 4: ONE-ON-ONE COACHING & IMPLEMENTATION

- Offers strategic tailored guidance for stakeholders to develop their individual businesses and support each destination’s inbound tourism development goals.
- Provides hands-on instruction to develop and produce tourism stakeholders’ product, pricing, resources, and systems to effectively work with tour and travel business.
- Saves time and money by following a step-by-step process to develop the necessary protocols to work with the inbound travel trade.
- Initiate strategic meetings with CEO’s, revenue managers, and GM’s to ensure full understanding and participation.

Do you want **true ROI** on your marketing spend and tradeshow attendance?

Do you want to build **year-round business** during your off season and outside of peak periods?

Do you desire **travel trade partners** that are confident about selling your destination?



Jennifer Ackerson
Presenter & President
ALON Marketing Group



IMAGINE ...

- If you could grow your ROI without increasing marketing costs.
- If you could dramatically expand your market reach.
- If you had abundant sellable product for the visitors (Group and DMC/MICE) to your destination.
- If you could demonstrate the economic impact of your international tourism business.

**These scenarios will be your reality when you bring the Steps to Success:
Inbound Travel Training program to your destination!**

"IITA provides resources for DMOs and suppliers that are invaluable and are not replicated anywhere else within the industry. The Steps to Success program from IITA that our DMO provided to hotels, attractions and restaurants in my destination have been a game-changer for these establishments, giving them the tools and knowledge to gain market share of inbound international visitors."

KELLY M. DEFEBO, CMP

DIRECTOR OF SALES, VISIT SARASOTA COUNTY



International Inbound Travel Association

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IITA, is the nonprofit trade association for international inbound travel to the USA. IITA members includes U.S. inbound operators, DMOs and travel suppliers from across the country.



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.