



INTERNATIONAL INBOUND TRAVEL TRAINING PROGRAM

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

Steps to Success is designed specifically for destinations and tourism stakeholders to support tourism development by providing tools, resources, and insider know-how that allow you to effectively work with the travel trade.

This 4-step training program offers two levels of service:

- **Steps 1-3:** The strategy framework of principles and tactics. Our experts will teach the steps to you.
- **Step 4:** The implementation phase, with guided one-on-one instruction for suppliers by Alon Tourism Solutions. 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 by properly training your suppliers and providing you with the 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 products, 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 attract inbound travel visitors that will expand your international market segments (FIT, Group, and DMC/MICE visitors).
- You want to inform 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 business.
- You want to successfully play your role in providing impactful destination stewardship to support your communities and tourism businesses.

"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: INTERNATIONAL INBOUND 101

Work effectively with the international travel trade

STEP 2: LAY THE GROUNDWORK

Create the building blocks: communication tool, product development and travel trade characteristics

STEP 3: SMOOTH OPERATIONS

Establish rates and polish protocols

STEP 4: ASSISTED DEVELOPMENT

Work 1-on-1 with Alon consultants to bring learning full circle

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?

"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. DEFEBB, CMP

DIRECTOR OF SALES, VISIT SARASOTA COUNTY



Jennifer Ackerson
Presenter & President



IMAGINE ...

If you could grow ROI without increasing marketing costs.

If you could dramatically expand market reach.

If you had abundant sellable product for visitors 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!

INBOUNDTRAVEL.ORG



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IITA is the nonprofit trade association for international inbound travel to the USA. IITA members include 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.