

International Tourism & Travel Trade Activation

January 15, 2024



International Inbound Travel Association





Alon Tourism Solutions

Alon Tourism Solutions is a global tourism marketing consultancy that prepares and connects tourism destinations, suppliers, and global travel trade buyers to fast-track profitable travel trade and partner relationships achieving mutual success.



25+ years of industry-specific experience and fiercely creative solutions to capture mindshare, generate visits, and close sales for USA tourism businesses.



We assist our clients by bolstering their bottom lines through:

1. **Tourism Activation Programs**
2. **On-Demand Sales & Marketing Initiatives**
3. **Direct Business Growth Planning & Implementation**



Relationship building between domestic tourism destinations/suppliers and global travel trade partners/resellers for symbiotic success.



International Inbound Travel Association



About IITA

As the nonprofit trade association for international inbound travel to the U.S., IITA is devoted *exclusively* to the advancement of the U.S. inbound travel industry through the **business-to-business** travel trade.

IITA members include **U.S. inbound operators, DMOs and travel suppliers** from across the country.

About IITA Inbound Operators

IITA's **50+ inbound operator members** are the **leading U.S. inbound operators** representing markets around the world.

They not only have **established partnerships** with the country's most well-known cities and regions, but also with lesser-known, underserved destinations.



International Inbound Travel Association



Three Pillars of Opportunity

Education



Advocacy



Business



To Name a Few ...

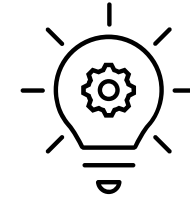
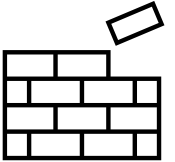


Tour America



Today's Session

- ✓ Why we are here!
- ✓ Where we are going and our desire to have your destination partners join us!
- ✓ Steps to Success overview
- ✓ Why the international market
- ✓ What we look for to track results
- ✓ Discuss the travel trade as a means of attaining tourism business we want and can position effectively
- ✓ What to expect from your participation
- ✓ Next steps



ABOUT STEPS TO SUCCESS



In 2017, the **International Inbound Travel Association (IITA)** partnered with **Alon Tourism Solutions** to launch **Inbound Insider: Steps to Success™**,

- ❖ a nationwide international inbound travel trade activation and training program that has been put to work in many destinations across the USA.

Steps to Success is designed specifically for all tourism supplier type businesses to increase their international tourism ROI by providing tools, resources, and the know-how to work effectively with the travel trade.

- ❖ *Including introducing you to new partners to do business with!*



What Tourism Means in Louisiana

Economic Impact of Tourism in Louisiana (2023):

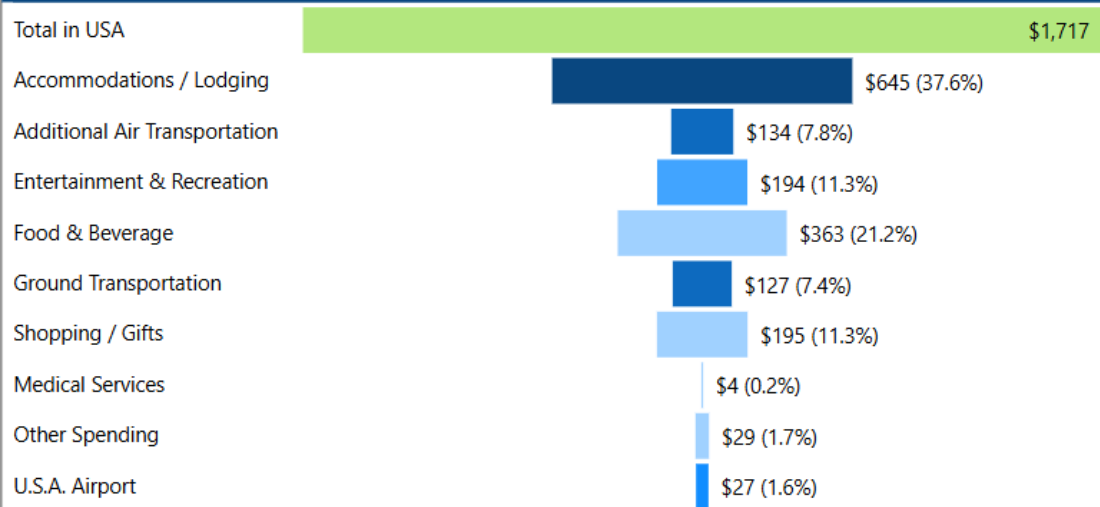
- ✓ **\$16.2 Billion** in visitor spending by travelers (+4% YoY)
- ✓ **\$23.2 Billion** in total business sales generated
- ✓ Sustained **160,000+ jobs** across the states
- ✓ Contributed **\$1.9 Billion** in state and local tax revenues
- ✓ **Total Economic Impact: \$23.4 Billion**



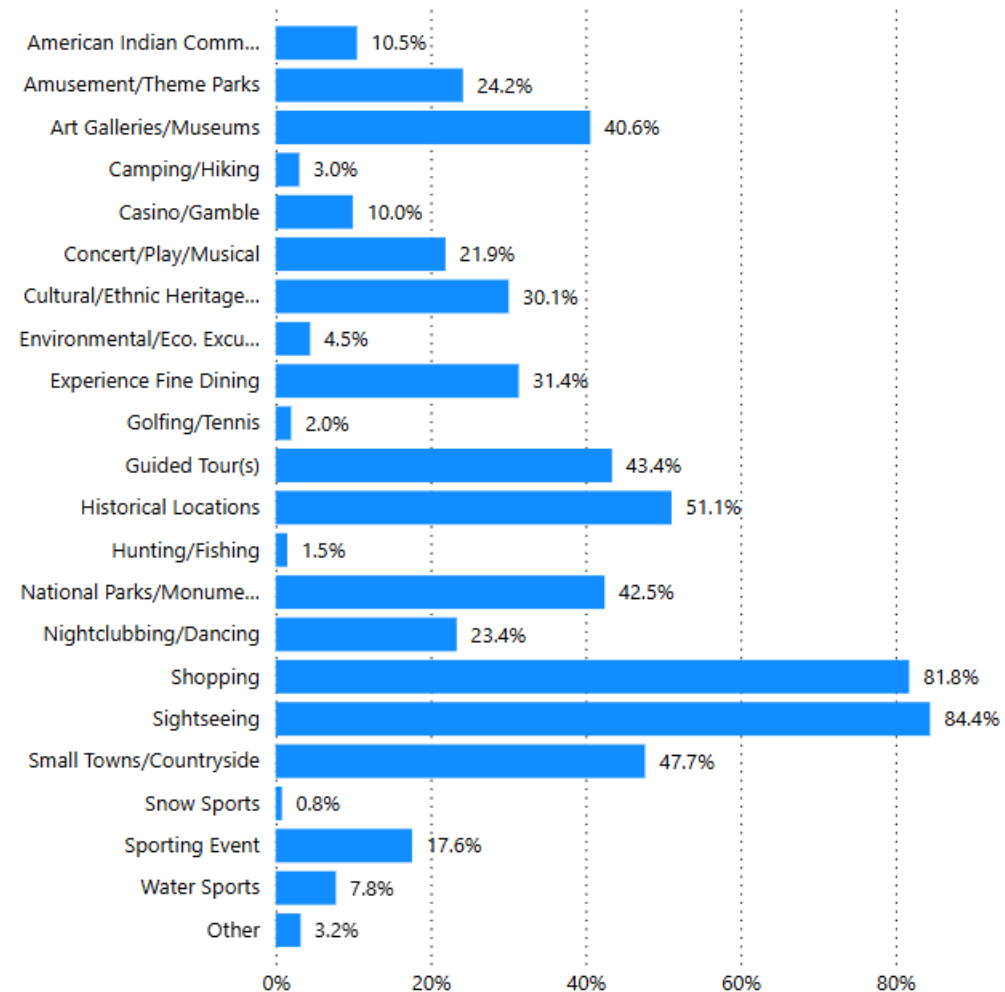
INTERNATIONAL SPENDING OVERVIEW



Q19c./Q19d./Q19e. Detailed Expenditures in the United States - per Visitor / Trip



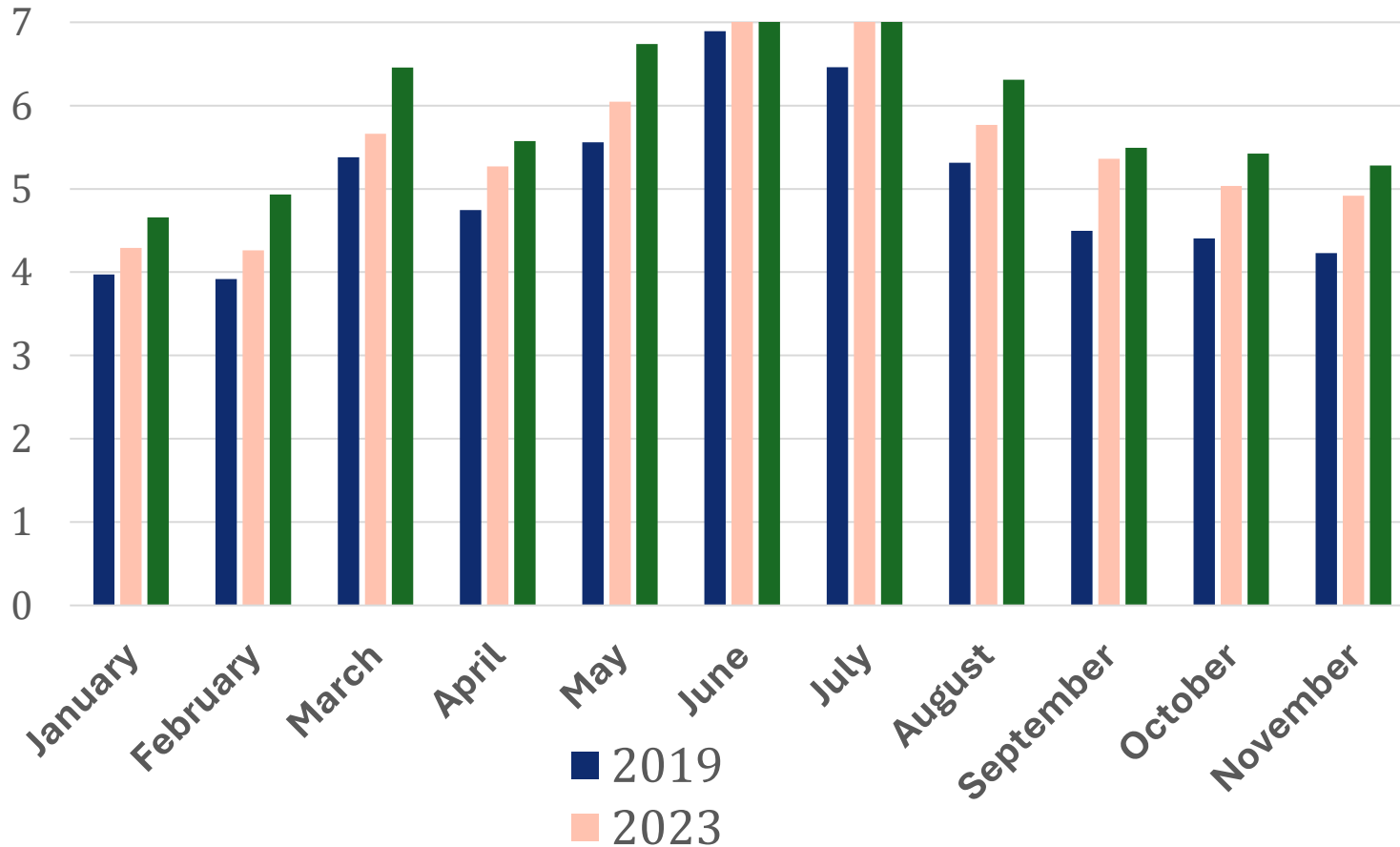
Q22. Did you engage in any of the following leisure activities?



Source: NTTO - [Survey of International Air Travelers \(SIAT\)](#)



Domestic Trending Overseas



In November 2024, U.S. Citizen Air Passenger Departures from the United States to foreign countries totaled **5.2 million**.

+24.91% compared to November 2019

+7.39% compared to November 2023

Source: *NTTO* - [Survey of International Air Travelers \(SIAT\)](#)



Why Product; How Product & Services



AMERICAN RHYTHMS

DAYS: 11 NIGHTS: 10 FROM: NEW ORLEANS TO: NEW ORLEANS

AMERICAN TOURS INTERNATIONAL, LLC



NASHVILLE
Day 5: A full day to discover the variety of attractions Nashville has to offer, such as the Country Music Hall of Fame, the Grand Ole Opry, Opryland U.S.A. and world-famous Printer's Alley.

NASHVILLE - MEMPHIS
Day 6: Depart the capital of country and western music for the home of the Blues. Memphis combines the charm of the Old South with the exciting pace of a modern metropolis. You may wish to tour downtown Memphis with its famous Beale Street, followed by a visit to Elvis Presley's palatial home, Graceland.
 Driving Distance: 210 MI / 340 KM

MEMPHIS - VICKSBURG
Day 7: Today visit Vicksburg National Military Park which commemorates the campaign, siege, and defense of Vicksburg in 1863. There's over 1,300 monuments, markers and plaques, a 16-mile tour road and a national cemetery, the nation's largest burial site of Civil War Union soldiers and sailors with graves totaling over 10,000.
 Driving Distance: 240 MI / 386 KM

VICKSBURG - NATCHEZ
Day 8: Today, drive south on the Natchez Trace Parkway which evolved from an Indian trail into a post road and pioneer highway, and on to Natchez, the oldest settlement in Mississippi. You may want to visit a plantation in Natchez (Burr, Dunleith, Melrose, you will arrive in New Orleans.
 Driving Distance: 240 MI / 386 KM

NATCHEZ - LAFAYETTE
Day 9: Today, travel south back into Louisiana through Alexandria, Ville Platte and Opelousas to Lafayette, the heart of Cajun Country where the Acadians, or Cajuns, started arriving in 1765. Today these French-Americans are famous for their joie de vivre which is reflected in their lively dancing, music and spicy food. Upon arrival, you may want to enjoy a walking tour of downtown to discover landmark buildings, or take a short drive to Acadian Village overlooking the bayou and filled with authentically restored Cajun homes and churches.
 Driving Distance: 190 MI / 306 KM

LAFAYETTE - CAJUN COUNTRY - NEW ORLEANS
Day 10: A short drive from Lafayette takes you to New Iberia and Avery Island, the birthplace of Tabasco sauce. Other attractions include Jungle Garden, lush with tropical plants, and Bird City, a sanctuary filled with furies of snowwhite egrets. Continue to Morgan City, the "Shrimp Capital of the World," and Houma, where you may want to take some time for an optional boat tour into the deep swamp and bayou to see alligators and other wildlife. Following the scenic route, and perhaps stopping at Terrebonne or Southdown Plantation, you will arrive in New Orleans.
 Driving Distance: 160 MI / 260 KM

NEW ORLEANS - DEPARTURE
Day 11: Return your car at the airport before your departure flight.



BATON ROUGE • LAFAYETTE
Day 8: Continue west and then head south to Avery Island, home to Tabasco headquarters. Tour the Tabasco museum and plant before heading to Lafayette, the heart of Cajun Country. Stop at Natchitoches and tour a living history museum about the Acadian, Creole, and Native cultures from 1765-1890. Head to Lafayette for lunch. After lunch, head to Cousin for a photo op with downtown's WAYETTE sign. Visit one of Downtown's many unique shops offering a variety of old Louisiana. Visit the Cathedral of St. John, said to use a 450-year-old oak tree, then visit tree at the last Bordent's Ice Cream he worked. Finish up with music at one of Lafayette's venues.
 Dinner: **YO ME / 181 KM**

TE • LAKE CHARLES
 Head west to Lake Charles and drive Creole Nature Trail All-American Road.

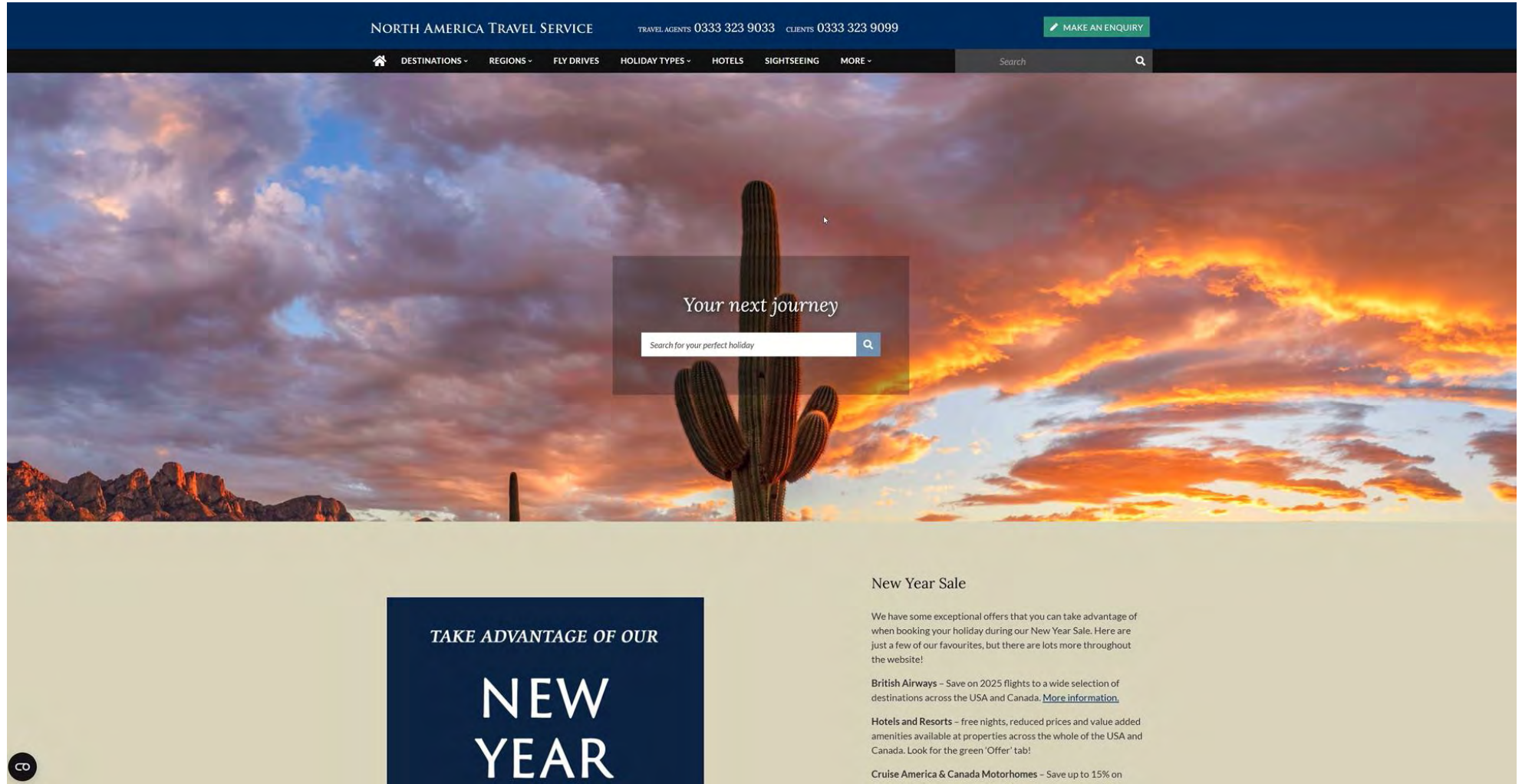
Alligators, over 400 bird species, marshlands teeming with life, 26 miles of natural Gulf of Mexico beaches, fishing, crabbing, Cajun culture and more can be experienced as you travel the Creole Nature Trail All-American Road. One of only 57 so designated scenic byways in the USA, and affectionately known as Louisiana's Outback, the Creole Nature Trail is a journey into one of America's "Last Great Wilderness." Learn about alligators at Gator Chateau - A Rescue, Educate, Release program which fosters orphaned baby alligators until they are able to be released back into their natural habitat. Docents will educate you in all things alligator if time permits, enjoy hands-on outdoor adventure at Sam Houston Jones State Park with kayaking or ziplin aboarding provided by Lake Area Adventure. Sam Houston Jones State Park has over 1000 acres of lakes, trees, and rivers. The area hosts an abundance of wildlife including reptiles, rodents, alligators, otters, nutria, rabbits, raccoons, foxes, and diverse birdlife. The numerous waterways in this area make water sports a natural highlight at the park.
 Driving Distance: 79 KM / 120 KM

LAKE CHARLES
Day 9: Pay a visit to 1893 Historic City Hall Arts & Cultural Center. After extensive restoration, the 1911 Historic City Hall opened its doors as the City of Lake Charles' public art gallery and cultural facility in 2004. Since that time, Historic City Hall Arts & Cultural Center has highlighted numerous traveling exhibitions from around the world, as well as regional and local artists. Explore The Imperial Calcasieu Museum, landing historical, cultural, and fine arts museum serving the Southwest Louisiana region. Try your luck at one of Lake Charles' side-by-side casino resort properties, Challege Casino Resort, Lake Charles and Golden Nugget Lake Charles. In addition to gaming, these properties offer golf, gaming, top-name entertainment and poolside getaways.

LAKE CHARLES • HOUSTON • DEPARTURE
Day 8: This morning drive to Houston and return your car in time for your departure flight.
 Driving Distance: 182 KM / 243 KM

Map: A map showing the route from Houston to New Orleans. The route is marked with numbered stops: 1. Lake Charles, 2. Lafayette, 3. Lake Charles, 4. Lake Charles, 5. Lake Charles, 6. Lake Charles, 7. Lake Charles, 8. Lake Charles, 9. Lake Charles, 10. Lake Charles, 11. Lake Charles, 12. Lake Charles, 13. Lake Charles, 14. Lake Charles, 15. Lake Charles, 16. Lake Charles, 17. Lake Charles, 18. Lake Charles, 19. Lake Charles, 20. Lake Charles, 21. Lake Charles, 22. Lake Charles, 23. Lake Charles, 24. Lake Charles, 25. Lake Charles, 26. Lake Charles, 27. Lake Charles, 28. Lake Charles, 29. Lake Charles, 30. Lake Charles, 31. Lake Charles, 32. Lake Charles, 33. Lake Charles, 34. Lake Charles, 35. Lake Charles, 36. Lake Charles, 37. Lake Charles, 38. Lake Charles, 39. Lake Charles, 40. Lake Charles, 41. Lake Charles, 42. Lake Charles, 43. Lake Charles, 44. Lake Charles, 45. Lake Charles, 46. Lake Charles, 47. Lake Charles, 48. Lake Charles, 49. Lake Charles, 50. Lake Charles, 51. 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Why Product; How Product



Source: NATS - [Holidays to Louisiana 2024](#) | [Luxury Holidays In USA & Canada](#)

Why Product; How Product

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Louisiana



LOUISIANA IS CALLING

Let the endless beauty of Louisiana feed your soul and inspire you

If you're looking for new, exciting adventures and enough memories to last a lifetime, you'll find them in Louisiana. No two trips are alike. Whether it's the great outdoors with paddling, hiking, and biking through cypress trees and bayous. A culinary adventure sampling fresh, delicious seafood with classic Creole and Cajun flavours. The sounds of Jazz in New Orleans and Cajun fiddles, accordions, and washboards to get you up dancing. The rich Civil Rights history and vibrant cultural heritage. Or Louisiana's Mardi Gras celebrations and over 400 festivals a year. Come find your Louisiana...and #FeedYourSoul!

Our Louisiana Offers

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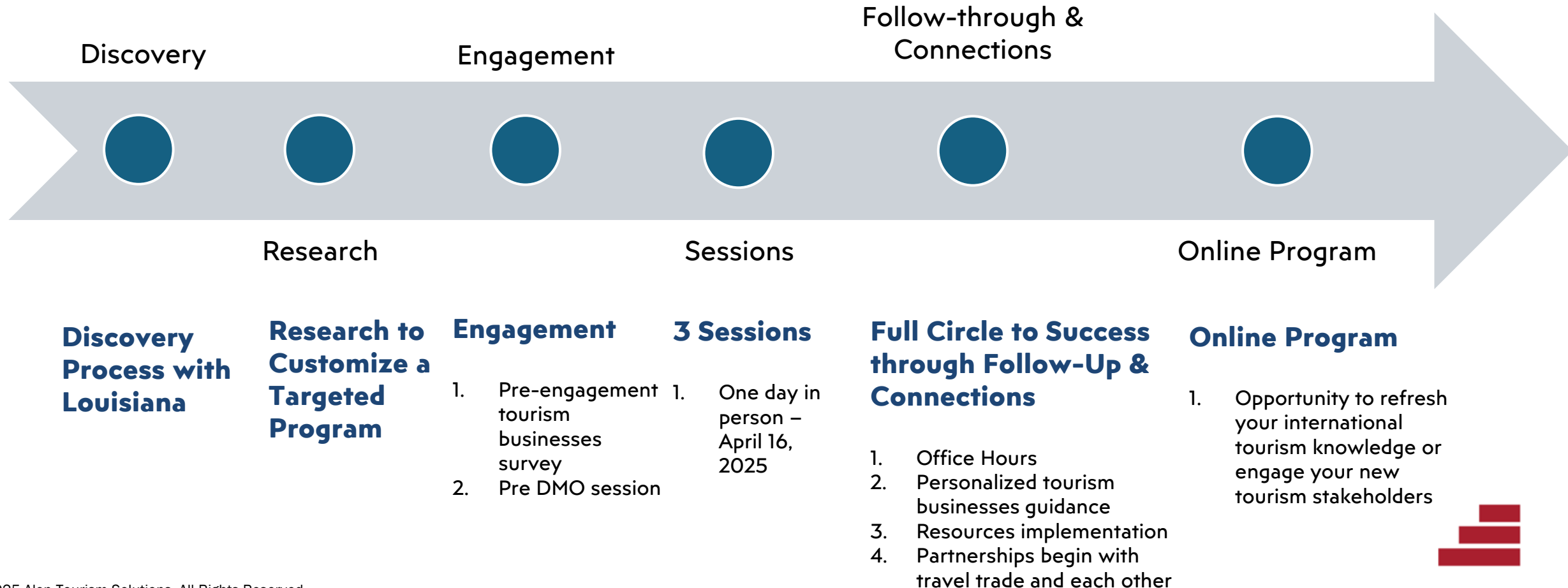
Why We Teach The STS Program





ABOUT STEPS TO SUCCESS

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



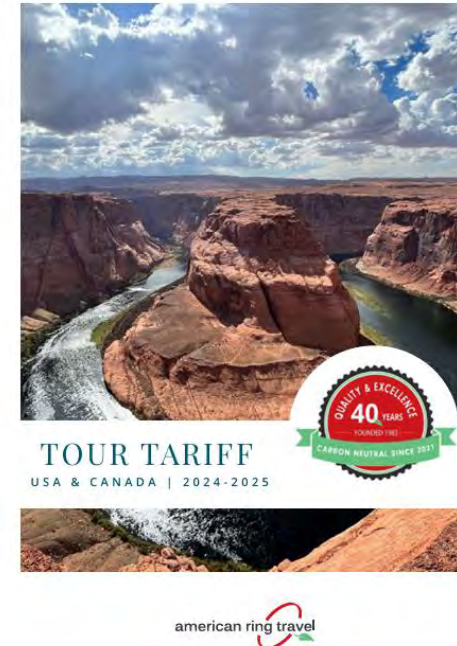
International Vs. Domestic

International Visitors

- ✓ Longer stays
- ✓ Higher spending
- ✓ Year-round, off-peak travel
- ✓ Unique travel habits (utilize travel agencies and tour operators)

Domestic Visitors

- ✓ Repeat trips
- ✓ Focus on key holidays, maximizing peak revenues
- ✓ Utilize direct bookings



Balance Your Marketing Mix To Target Both! Domestic & International Markets!

Source: American Ring Travel - [American Ring Travel](#) -

Source: White Star Tours - [Best Bus Tour and Group Tour Company in USA](#) - White Star Tours



International Market Attributes

- ✓ **Longer Stays and Higher Spending**
 - ✓ International visitors stay longer and spend more than domestic travelers.
- ✓ **Different Travel Habits**
 - ✓ Prefer using travel agencies and tour operators.
 - ✓ Book travel differently than U.S. citizens.
- ✓ **Year-Round and Off-Peak Travel**
 - ✓ Travel more frequently during non-peak periods, boosting tourism year-round.
- ✓ **Enhance Product Development**
 - ✓ Utilize products differently, influencing how businesses operate and develop offerings.
- ✓ **No Competition with Domestic Business**
 - ✓ International travel supplements rather than competes with domestic tourism.
- ✓ **Opportunities for Partnerships**
 - ✓ Encourages collaboration between gateway and nearby destinations to extend visitor stays.
- ✓ **Low Cancellation Rates**
 - ✓ Cancellations are rare, providing reliable business.
- ✓ **Longer Vacation Time**
 - ✓ International travelers often have 4-6 weeks of vacation and view the U.S. as a "dream vacation" destination.





Why Travel Agencies and Tour Operators Prevail

What our customers are saying about us

Excellent

★★★★★

Based on 213,906 reviews

★ Trustpilot

★★★★★ Verified

Great experience

The manager Sam was very helpful and knowledgeable. Sam did a lot of research

Andrew Edmondson, 7 minutes ago

Showing our 4 & 5 star reviews

★★★★★ Verified

Hays Travel Irvine- Great service al...

Sharon always goes above and beyond to help us find the best holiday. Great serv...

Mrs Selena Mcblane, 8 minutes ago

★★★★★ Verified

Portugal pt holiday

Wendy was very helpful with fantastic information about the resort that we are g...

Anonymous, 8 minutes ago

★★★★★ Verified

Joel Sharpe was very friendly and...

Joel Sharpe was very friendly and helped me book my holiday. Hr gave good

Jean, 12 minutes ago

Total peace of mind



Packages that include a flight element are financially protected by the ATOL scheme. The ATOL protection does not apply to all holiday and travel services. Please ask us to confirm what protection may apply to your booking. If you do not receive an ATOL certificate, then the booking will not be ATOL protected. If you do receive an ATOL Certificate but all the parts of your trip are not listed on it, those parts will not be ATOL protected.

For more information about financial protection and the ATOL Certificate visit: <http://www.atol.org.uk>

THE BON VOYAGE HOLIDAY PROMISE

- Service**
Our friendly team of experts are here to help before, during and after your holiday
- Security**
Your money and holiday are safe - we're ATOL bonded and members of ABTA
- Experience**
US and Canada specialists since 1979 - over 1,000 Transatlantic trips of our own
- Price**
No surcharges guaranteed and a Flexible Payment Plan to spread the cost
- Affordability**
Unrivalled supplier relationships mean optimum value for your money
- BV App**
Your Bon Voyage holiday in your pocket - tickets, updates, landmarks and more

4.9/5

★★★★★

Independent Service Rating based on 1751 verified reviews.

feefo

[Read all reviews](#)



★★★★★

Just perfect service.

Very professional, quick responses and individualised customer service. Amazing from start to finish. Updates as they occur. Kept altering my itinerary until it was perfect!

Mrs Chamberlain - November 25, 2024

Our most popular USA and Canada holidays

- | | | | |
|----------------------------|------------------------------|---------------------------------|--------------------------------|
| Multi-Centre Holidays | Fly-Drive Holidays | Route 66 Holidays | Escorted Holidays |
| Harley Holidays to America | USA & Canada Rail Holidays | Honeymoons | USA & Canada Motorhomes |
| California Holidays | Hawaii Holidays | Las Vegas Holidays | New York Holidays |
| Deep South Holidays | New England Holidays | Florida Holidays | Alberta & the Canadian Rockies |
| Quebec & Eastern Canada | Vancouver & British Columbia | Rocky Mountaineer across Canada | |

What Is The Inbound Travel Trade?

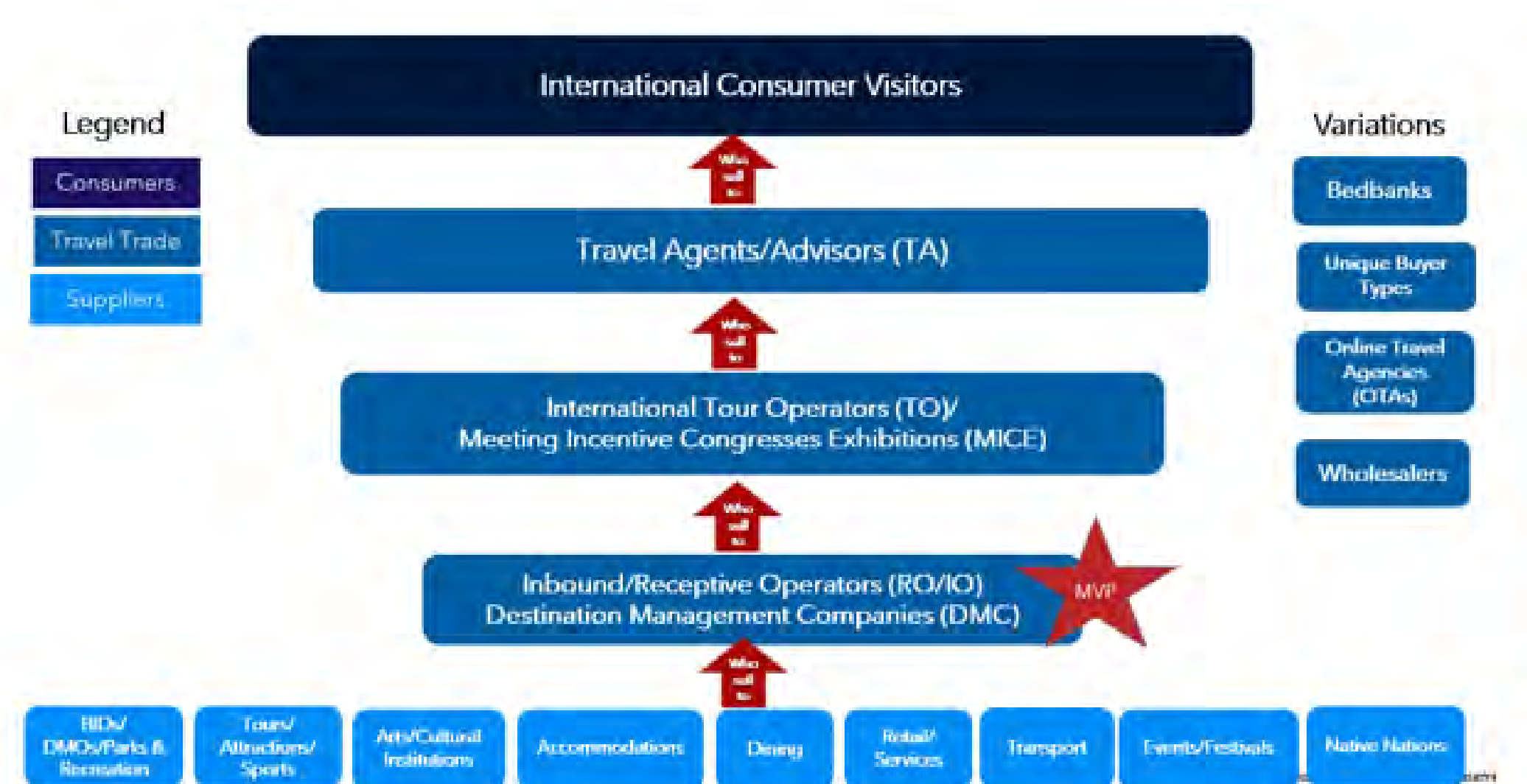
Travel trade refers to B2B partner companies that sell or package travel from international destinations.

TERMS TO REFER TO 3RD PARTIES: WE WILL LEARN THE DIFFERENCE!

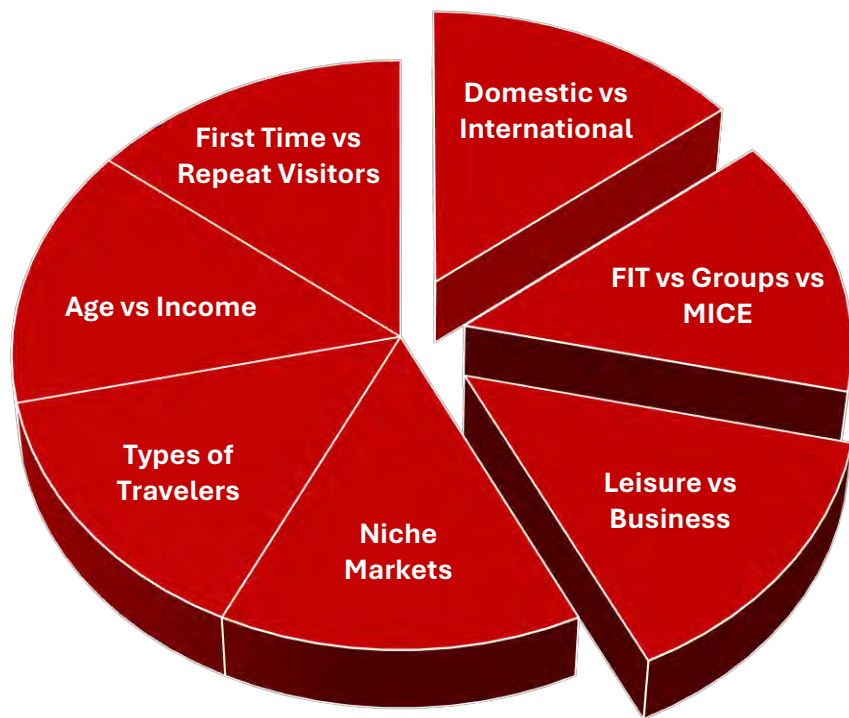
B	EDBANKS	Inbound Operators (IO)	R
B	Meetings/Incentives/Congresses/Exhibitions (MICE)		E
U	Event Planners/Corporate Meeting Planners		S
Y	<i>Unique Buyer Types</i> Online Travel Agents (OTA)		E
E	Travel Agents (TA)	RECEPTIVE OPERATORS (RO)	L
R	WHOLESALEERS (WS)	Travel Trade Tour Operators (TO)	L
S	DESTINATION MANAGEMENT COMPANIES (DMC)		R
			S



Travel Trade Distribution Channel



Our Fun Forward



***Trade are the experts!
 Rely on them to bring us the business!***



***Fall into the process and let the
 trade do the global promotion for you!***



Value of Working with the Travel Trade

- ✓ **Predictability & Control**
 - ❖ Diversification; eggs in different marketing baskets
 - ❖ *Tour and travel market is always the first to come back in cyclical market shifts*
 - ❖ An opportunity to receive repeat and consistent business that grows YOY
 - ❖ The ability to procure seasonal and off-peak business when you want and need it
 - ❖ Business in advance – up to 24 months
- ✓ **Visibility & Reach**
- ✓ **Relational vs. Transactional**
- ✓ **Existing Worldwide Network**
- ✓ **Cost for Promotion & Advertising**
 - ❖ No entry barrier! You pay nothing to the travel trade until they book.
- ✓ **Get the business of those who rely upon and have put their confidence in the hands of the travel trade**





The Benefits of Working with Inbound Operators

- ✓ **Long-standing business relationships**
- ✓ **Based here in the USA = Easy access through IITA**
 - ✓ **Market and sell destinations, products, and properties throughout the USA to international** markets and internationally based tour operators.
 - ✓ Assist international tour operators by possessing and providing USA knowledge that the international tour operator will never have based overseas.
- ✓ **Work only B2B**
- ✓ **Do all the ground-work negotiating and contracting every aspect of destination selling including** accommodations, attractions, activities, meals, transfers, making it easy for you and international tour operators to package together and provide options which are attractive to their international clients.
- ✓ **No exchange rates** - USA based company using US currency.
- ✓ **Time zone alignment**
- ✓ **Fewer and USD transactions** to handle your global distribution vs. exchanging money globally
- ✓ **Ease of booking for international tour operators through their booking systems, online portals, and handling of invoicing and payments for tourism suppliers serving as a global one-stop-shop.**
- ✓ **Work closely with regional, state, and local tourism offices** to develop and market destinations creating promotional campaigns, coordinating FAM tours, and providing assets and resources.



Outcomes to Your Participation

Ability to
Work with
New Visitor
Types

Create New
Products and
Services –
Streamline
Your Existing
P&S

Establish
Pricing to
Achieve Profit
Not Just
Revenue

Be a Better
Destination
Marketer

Receive Assistance
with Best Practice,
Ease of Operation
Policies & Systems

Perfect Your
Communication
To Fast Track
Business and
Relationship
Building

Partnering –
Tap Into the
Allure of
Destination
Assets Near
You



Session Content



Step 1: Overall Introduction to the Inbound Travel Trade



Step 2: Laying the Groundwork



Step 3: Smooth Operations

What You Learn:

The who, what, where, why, and how to work effective with the international travel trade, expanding your business's reach and visibility to new source markets increasing your customer base. Walk away with set guidelines and resources to enhance your ability to work effectively and efficiently with B2B inbound operators.

How to position your products to fit the needs of the travel trade to form B2B partnerships. Develop marketing resources, equipped to make your products appear attractive to this market, ensuring you gain immediate traction and equitable partnerships.

How to strategically price your products and follow the operational protocols needed to build future, repeat base business that can fill your off-peak need periods for consistent year-round volume from the international market!

How the operational intricacies of different buyer categories to set up specific operational practices, internal policies, and systems for effortless success. Welcome FIT, Group and MICE business optimizing the guest experience.

Learn how your business can best work with different segments of the market to fill need periods.



What Specifically Will Delegates Receive



Steps 1, 2, & 3

- Interactive workshop tailored to the travel trade
- Explore travel trade readiness and business growth strategies

Session Resources

- Tools to craft compelling pitches for the travel trade
- Guidance on operational excellence and competitive industry pricing

Group & Individual Support

- Office hours for shared learning and group Q&A
- Ongoing feedback to refine strategies and address challenges

Introduction to the Partners

- Meet potential collaborators in the international inbound travel trade



How You May Participate!

Look & Learn

- Attend In-Person session

Look & Take Steps Forward

- Attend In-Person Session and *work on* session resources
- Be ready to start working with travel trade businesses

Look, Complete & Conquer

- Attend In-Person Session and Office Hours and *complete* session resources
- Receive IITA Stamp of Approval and introductions to travel trade businesses
- Receive IITA membership and Summit discounts



IITA STAMP OF APPROVAL



REQUIREMENTS

Attend Steps to Success Full Day Session
and
Submit your Travel Trade Ready Business
Profile and NET Rate Methodology
for approval!

Catapult your bottom line by working with IITA Inbound Operators!



Change Businesses for the Better with DMO Collaboration

Unlock New Opportunities and Propel Your/Tourism Businesses to the Next Level



Tourism Businesses Commitment to Readiness



Destination &
 Business
 Communication
 Assets



Tiered Net
 Pricing



Product
 Development



Operational
 Prowess; FIT,
 Group, MICE

DMOs Commitment to Readiness



Engage in
Learning

Support and
Connect Your
Tourism
Partners

Complete your
Destination
Profile to
showcase key
resources

Prepare for
Growth

Support
FAM Tours
and Site
Inspections



NEXT STEPS

- ✓ Invitations to be sent and RSVPs
- ✓ RSVPs fill out the pre-engagement survey
- ✓ **Plan For Attendance:**
 - ✓ **Date:** April 16th, 2025
 - ✓ **Location and Time:** TBD
- ✓ Interested in being a panelist? Reach out to us!
- ✓ Get ready to engage – see you April!



**Share a travel trade working success story from
who you are already doing business with!**



Thank you!



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