

INBOUND INSIDER



**STEPS TO  
SUCCESS™**

International Inbound Travel Association

Powered by  **ALON**  
TOURISM SOLUTIONS



# INTERNATIONAL INBOUND TRAVEL TRAINING PROGRAM



# Earn IITA's Stamp of Approval

The ***Inbound Insider: Steps to Success***<sup>™</sup> training program is designed specifically for destinations and tourism stakeholders to support international tourism development by providing tools, resources, and insider know-how that allow you to effectively work with the travel trade. This training program includes multiple phases:

- **Pre-engagement Phase:** This foundational phase sets the stage for success by empowering DMOs and stakeholders with the knowledge and strategies to effectively plan and prepare for the upcoming steps in the process. An advance session outlines the purpose and benefits of the program, helping participants understand key features and set clear expectations. Through practical insights, you'll gain a strong framework, ensuring you're fully equipped to move forward with clarity, confidence, and excitement.
- **Steps 1-3:** This education and workshop phase lays the groundwork for success introducing a cohesive framework of principles and actionable tactics. Each step is designed to build upon the last, equipping participants with the skills and knowledge to work effectively with the travel trade.
- **Step 4:** The implementation phase includes group sessions and one-on-one guidance to address the unique nuances of your business. With personalized support, we help you cross the finish line, achieve your goals, and drive measurable results.

DMOs are the experts in promoting their destinations. Our goal is to set you up for success by properly training the destination's suppliers and providing you with the competitive products and services needed to sell your destination on the global tourism stage and generate 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.*

## STEPS TO SUCCESS IS FOR YOU IF:

- You want to adapt existing strategies to effectively reach and engage new visitors, ensuring you meet their specific interests and needs.
- You want to innovate and develop fresh products and services while refining existing ones for maximum efficiency and appeal.
- You want stakeholders to establish effective pricing strategies that prioritize long-term profitability over mere revenue generation.
- You want to promote your location more effectively and build a stronger brand presence in the marketplace.
- You want to optimize operations with best practices, streamlined policies, and systems that make day-to-day tasks easier and more effective.
- You want to perfect your communication to fast-track business development and foster stronger, more productive relationships.
- You want to form strategic partnerships to capitalize on your unique attractions and resources that amplify your destination's appeal.

*“Without the knowledge of the buying chain, working with international tour operators can feel overwhelming for suppliers.*

*IITA's **Steps to Success** program gave our industry partners a clear understanding of how to work with international tour operators and helped prepare them to welcome international visitors. The program is interactive and fun, and we appreciate knowing our suppliers are ready for increased international visitation.”*

**Todd Davidson**

CEO, Travel Oregon



*“Steps to Success provides a comprehensive review of inbound travel to the US. If you are considering entering this market or expand your participation, IITA provides a great place to begin.”*

– **Leslie Womack**, Director of Sales, Mayflower Park Hotel, Seattle, WA

## PRE-ENGAGEMENT PHASE

- *Understand how to align your efforts with the next steps in the process for a clear path forward.*
- *Discover strategies for promoting collaboration among stakeholders.*
- *Outline well-defined and actionable goals for your destination.*
- *Learn how to prepare your destination for the comprehensive roadmap that follows.*

## STEP 1: INTERNATIONAL INBOUND 101

- *Gain an overview of how to collaborate effectively with inbound operators to grow your international business.*
- *Learn key strategies to develop your destination's travel trade goals and prepare your suppliers to work seamlessly with the trade addressing any challenges.*
- *Position the value of the inbound market to inspire stakeholders and encourage them to adopt necessary protocols within their businesses.*

## STEP 2: LAY THE GROUNDWORK

- *Shape your strategy and build strategic partnerships.*
- *Create a business profile that attracts third-party sellers and develop a competitive pricing structure.*
- *Understand visitor preferences to tailor your products for different markets.*

## STEP 3: SMOOTH OPERATIONS

- *Optimize the travel trade sales cycle for maximum efficiency and sales, while developing operations, policies and systems that align with resellers.*
- *Create a smart pricing strategy that boosts both revenue and profit by considering factors like peak seasons and distribution channels.*
- *Understand the operational intricacies of selling FIT, Group, and MICE products.*

## STEP 4: KNOWLEDGE IN ACTION

- *Virtual group session to collaborate on tourism segments (accommodations, attractions, dining) to build partnerships and develop impactful strategies in an interactive environment. Share feedback, discuss challenges, learn from others' real-world experiences specific to your business category.*
- *Tailored, one-on-one business support to review one-pagers, net rates, and the unique nuances of each business to help participants achieve their goals.*

*“As a lodging property looking to attract international travelers, I needed to understand the complexities of the international travel trade.*

*I found **Steps to Success** to be extremely useful and presented in a logical, understandable, and interactive manner, with useful templates and materials provided.*

*It is clear IITA is a top-notch organization that understands and is dedicated the travel trade in the U.S. I highly recommend this program to anyone who truly wants to be a part of this important travel sector!”*

**Barb Sarg**

Co-Owner, Sterling Ridge Resort LLC



**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 Inbound Insider Steps to Success™ training program to your destination!

**INBOUNDTRAVEL.ORG**



**International Inbound Travel Association**

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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.