

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

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.

*“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



## 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*

*“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, giving them the tools and knowledge to gain market share of international visitors.”*

**KELLY M. DEFEBO, CMP**

Director of Sales, Visit Sarasota County

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



# 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**



**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.