

INBOUND INSIDER
**STEPS TO
SUCCESS™**
International Inbound Travel Association

Powered by  **ALON**
TOURISM SOLUTIONS

"IITA is revolutionizing the travel industry with its Steps to Success program. This unique initiative equips DMOs and suppliers with unparalleled resources to attract and cater to international visitors."

Kelly Harb, CMP

VP, Marketing & Communications
Visit Sarasota County



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.

“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



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

"As a lodging property looking to attract international travelers to our location, I needed to understand more about how the complexities of the international travel trade worked. I learned about IITA's Steps to Success program through Discover New England and found the training to be extremely useful, well organized and presented in a logical, understandable manner. Jennifer is very knowledgeable and is an excellent resource.

"Training was delivered in an interactive format, with useful templates and materials provided for use during and after the class. It is clear that this is a top notch organization that understands, and is dedicated to supporting and growing the international travel trade in the US. I highly recommend this program to anyone who truly wants to be a part of this important travel sector!"

Barb Salg

Co-Owner, Sterling Ridge Resort LLC

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.