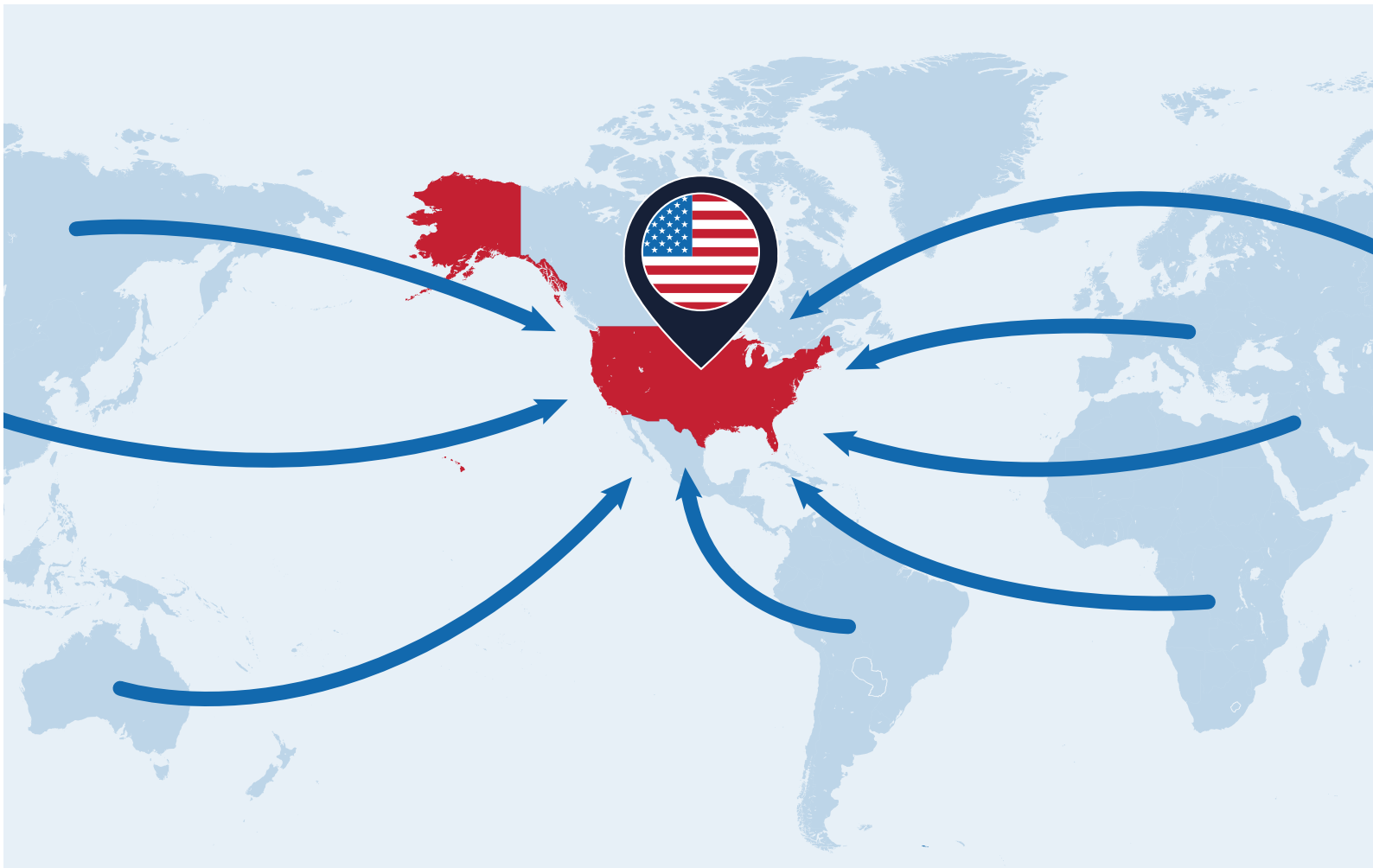


INBOUND INSIDER

**STEPS TO
SUCCESS™**

International Inbound Travel Association

Powered by  **ALON**
TOURISM SOLUTIONS



**INTERNATIONAL INBOUND TRAVEL TRAINING PROGRAM:
LIVE AND ONLINE OPTIONS**

Success in international tourism doesn't happen overnight. That's why IITA's **Inbound Insider Steps to Success™** Live isn't just a training series—it's a strategic roadmap to *International Readiness*.

Created specifically for DMOs and tourism stakeholders, this multi-phase program equips you with the planning tools, strategies, and insider insights you need to develop sustainable, bookable tourism products that appeal to the global travel trade. And because it's designed as an iterative process, it adapts to your unique goals and market readiness.

The training program is designed with flexibility in mind, offering three distinct package options to suit varying needs.



MENU OF PROGRAM ELEMENTS

• **Pre-Engagement Session**

This motivational session sets the stage for DMOs and stakeholders to effectively plan and prepare for the Steps to Success process. An advance session outlines the purpose and benefits of the program, helping participants understand key features and be prepared to move forward with clear expectations, confidence, and excitement.

• **Steps 1-3**

This education and workshop series 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 knowledge, skills and tools to work effectively with the travel trade.

• **Steps to Success Intensive**

Brings the complete Steps to Success™ curriculum — Steps 1, 2, and 3 — into a single condensed session. It's built for destinations that want to move quickly: giving stakeholders a full introduction to the inbound travel trade framework without requiring them to return for multiple sessions.

• **Strategic Business Development Sessions**

Two virtual group sessions to share feedback, discuss challenges, learn from others' real-world experiences. This yields collaboration among tourism segments (accommodations, attractions, dining, etc.) to build partnerships and develop impactful strategies in an interactive environment.

• **Individualized Guidance Session – Tailored Support**

Individual business support sessions designed to address individual needs, providing tailored recommendations that align with each stakeholder's specific tourism goals including one pager and net rate review, and nuanced business strategies.

• **Tourism Conference Session**

Conference sessions spotlight the fundamentals of the success steps it takes when working with the international market and travel trade. This session includes practical insights into international tourism and the travel trade framework, and inspiration to engage in this tourism space.

• **Tourism Sector-Specific Session**

Schedule a tailored, industry-specific session to explore emerging trends, traveler behaviors, and strategies for working with the travel trade. Gain actionable insights, practical "how-to" guidance, and real-world examples to drive meaningful results.

• **Buyer Supplier Marketplace**

Whether in person or virtually let's strategize an opportune way to launch your stakeholders into the travel trade ecosystem. Our targeted outreach and coordination of key travel trade inbound operators gives you the opportunity to showcase your destination, product offerings, generate leads and drive bookings while powering inbound operator business relationships.

• **Online Program with Incentive for Volume Purchase**

Now, a comprehensive overview of the Inbound Insider Steps to Success™ program is online! This self-paced program allows a DMO or organization to purchase registrations in bulk and distribute to stakeholders based upon needs. New to the industry stakeholders or veterans who need a refresher can learn with interactive experiences, videos, quizzes and real-world scenarios.

OPTION 1: SUCCESS PLAN, THE FULL PROGRAM

Best for destinations seeking long-term success

(Timeline: approximately a 6-month commitment)

This all-in package provides a strong foundation to participants before launching an international development plan, supports local businesses in building sellable products, and supplies customized feedback to position the destination for success. Provides stakeholders with additional learning with access to the online program.

It's our most impactful and efficient delivery method—backed by proven results.

Includes:

- Pre-Engagement Session (additional fee)
- Steps 1-3
- Office Hours – Group Discussion Sessions
- Individualized Guidance Session – Tailored Support
- Online Program with Volume Purchase (additional fee)

OPTION 2: STARTER TRACK

Great for destinations exploring international readiness

(Timeline: approximately a 3-month commitment)

Start small, learn fast. This provides the tools to test international readiness with a low-lift, high-impact approach.

Scale up when ready.

Includes:

- Pre-Engagement Session (additional fee)
- Step 1 Only
- Office Hours – Group Discussion Sessions
- Individualized Guidance Session – Tailored Support

OPTION 3: A LA CARTE

A la carte selections for destinations with specific goals, budget constraints, or refresher needs.

Flexibility matters. Whether filling in gaps, addressing a specific sector, or reactivating past engagement, this option can target exactly what you need.

Options include:

- Pre-Engagement Session
- Step 1-3 or Each Individually
- Office Hours – Group Discussion Sessions
- Individualized Guidance Session – Tailored Support
- Tourism Conference Session
- Tourism Sector-Specific Session
- Buyer-Supplier Marketplace
- Online Program with Incentive for Volume Purchase
- Destination Roadshow Sessions
- Desk-side Individualized Guidance Sessions



“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

“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 topnotch organization that understands and is dedicated to 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 SALG
CO-OWNER, STERLING RIDGE RESORT LLC

Online Experience

The **Inbound Insider Steps to Success™ online experience** is designed specifically for DMOs and tourism stakeholders to increase international tourism ROI by providing tools, resources, and the know-how to work effectively with the travel trade. The first course — Inbound Travel Trade Essentials Program — provides a foundational understanding of the international side of travel and tourism and working with the travel trade, specifically inbound operators.

You'll gain the knowledge to expand your international reach, collaborate with key stakeholders, and ultimately position your organization as a preferred partner for international inbound operators.

- ✓ **Self-paced program:**
Learn at your convenience!
- ✓ **Approx. 90-120 minutes.**
- ✓ **Interactive with videos, quizzes & real-world scenarios.**



ENROLL TODAY and start building sustainable partnerships to grow your international business.

Earn IITA's Stamp of Approval

IITA bestows its **Stamp of Approval** on those who complete the full program and a travel trade-ready one-pager, which demonstrates their understanding of and readiness for working with inbound operators. Individuals who earn IITA's Stamp of Approval are rewarded with a certificate of completion recognizing their accomplishment and designating them as Inbound Insider Specialists.



INBOUNDTRAVEL.ORG

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IITA is the national association representing the U.S. inbound travel industry, including inbound tour operators, suppliers, and destination organizations. IITA serves as a leading voice for international inbound travel to the United States through advocacy, education, and industry collaboration.



Alon Tourism Solutions 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.