

Are you “international ready?”

Build Your Inbound Tourism from Soup to Nuts



Jennifer Ackerson
President
Alon Tourism Solutions



Florian Herrmann
CEO
Herrmann Global



WEDNESDAY 3:00 – 4:00 PM

ALON TOURISM SOLUTIONS (ALON)

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 relationships and mutual success.



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

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.



International Inbound Travel Association (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 Tourism Solutions (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.



ABOUT STEPS TO SUCCESS



INTERNATIONAL INBOUND TRAVEL TRAINING PROGRAM

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.

"Pure Michigan, like many state DMOs, has been working in the international marketing arena for years to generate awareness of the state as a premium, four-season destination. For our efforts to be fully successful, we knew we would need to do a better job of engaging our local DMOs, hoteliers and attractions with tour operators, agencies and especially receptive tour operators."

IITA has helped to inform our industry about this complicated and important business, how it works and how they can generate additional international business."

DAVE LORENZ
VICE PRESIDENT, TRAVEL MICHIGAN



STEP 1: INTERNATIONAL INBOUND 101

Work effectively with the international travel trade

Do you want true ROI on your marketing spend and tradeshow attendance?

STEP 2: LAY THE GROUNDWORK

Create the building blocks: communication tool, product development and travel trade characteristics

Do you want to build year-round business during your off season and outside of peak periods?

STEP 3: SMOOTH OPERATIONS

Establish rates and polish protocols

Do you desire travel trade partners that are confident about selling your destination?

STEP 4: ASSISTED DEVELOPMENT

Work 1-on-1 with Alon consultants to bring learning full circle



Jennifer Ackerson
Presenter & President



"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 for these establishments, giving them the tools and knowledge to gain market share of inbound international visitors."

KELLY M. DEFEBO, CMP
DIRECTOR OF SALES, VISIT SARASOTA COUNTY

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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



info@inboundtravel.org | 859.955.9098



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IITA STAMP OF APPROVAL



Inbound Insider Specialists have completed specialized training in inbound tourism marketing through the **Inbound Insider Steps to Success™** program, powered by Alon Tourism Solutions. At the top of their trade, these experts not only know how to promote their destination, but also how to create sellable products for the travel trade.

Committed to their professional development, certificate holders have completed the 3-step education/training levels of the **Steps to Success** program, covering B2B marketing, resource development, product and operational strategy, and implementation.



WHAT ARE THE STEPS



STEP 1: INTRODUCTION TO THE INBOUND TRAVEL TRADE

WHAT YOU LEARN:

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 such as:

- *The value of working with the international inbound market*
- *Prepare for this market via developing sellable products, services and operational resources.*
- *Strategic understanding of the travel trade distribution channel*
- *Fundamental marketing strategies to promote your products and services*

WHAT ARE THE STEPS



STEP 2: LAYING THE GROUNDWORK

WHAT YOU LEARN:

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.

- *Learn how your business can best work with different segments of this market and help you fill your need periods. International visitors travel year-round, often mid-week as individuals and groups.*
- *Build out a dynamic “communication tool/business profile” that addresses requirements of a 3rd party seller of travel products and gets traction to sell more easily.*
- *Dive into the travel trade levels and their unique characteristics to shape inbound tourism development.*

WHAT ARE THE STEPS



STEP 3: SMOOTH OPERATIONS

WHAT YOU LEARN:

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!

- Utilize **pricing to manage your seasonality and maintain profitable business** during peak and off-peak periods! Use pricing as a tool to incentivize booking off-peak periods.
- Develop your tiered pricing to switch on the travel trade distribution channel. Optimize your reseller funnel to watch your business grow year over year.
- Understand 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.

THE BENEFITS:

WORKING WITH THE INTERNATIONAL INBOUND TRAVEL TRADE

- 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.
- No entry barrier! You pay nothing to the travel trade until they book.
- Diversification; eggs in different marketing baskets; *tour and travel market is always the first to come back in cyclical market shifts*

Inbound operators are based here in the USA with easy access through IITA!

THE BENEFITS:

WORKING WITH INBOUND OPERATORS

- **Long-standing business relationships**
- **Based here in the USA = Easier interactions for a multitude of reasons**
- **Market and sell destinations, products, and properties throughout the USA to international** markets and internationally based tour operators.
- **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 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.**
- Assist international tour operators by possessing and providing USA knowledge that the international tour operator will never have based overseas.

- **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.

WHAT IS THE INBOUND TRAVEL TRADE?

Travel trade refers to companies that sell or package travel.



Relational

INTERCHANGEABLE TERMS TO REFER TO 3RD PARTIES:

- ✓ Travel Trade
- ✓ Reseller
- ✓ Buyer
- ✓ Travel Agent (TA)
- ✓ Tour Operator (TO)
- ✓ Meetings/Incentive/Congresses/Exhibitions (MICE)
- ✓ Wholesaler (WS)
- ✓ Online Travel Agents (OTA)
- ✓ Receptive Operator/Inbound Operator (RO/IO)
- ✓ Destination Management Company (DMC)
- ✓ Event Planners/Corporate Meeting Planners
- ✓ Bedbanks
- ✓ Unique Buyer Types



Distribution Channel

Legend:

- Consumers
- Buyers
- Suppliers

(B2B) Distribution Channel *(Business to Business)*

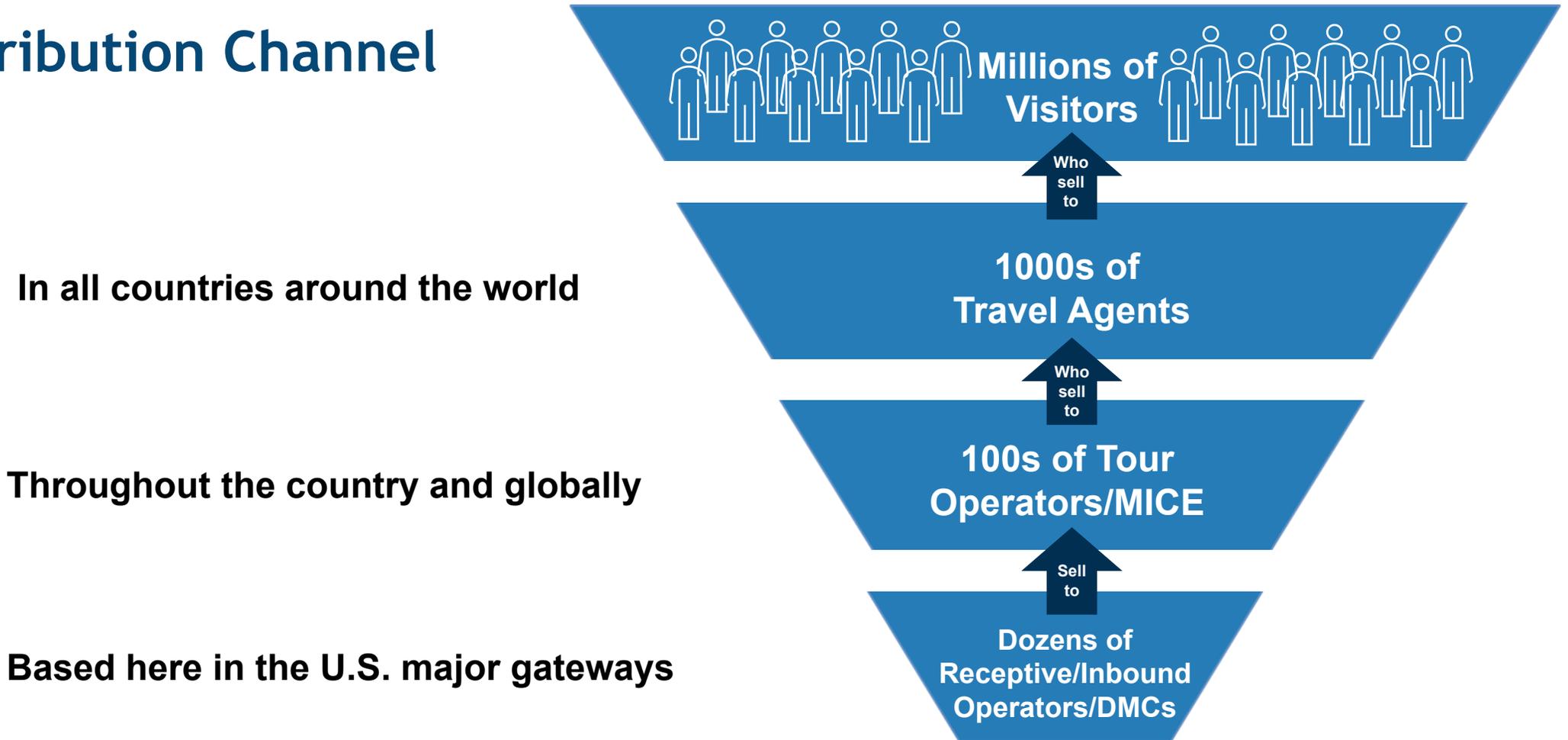


Variations

- Wholesalers
- MICE
- OTAs
- Bed Banks
- Unique Buyer Types

Reach & Visibility When Working with the Travel Trade

Distribution Channel



Attraction/
Activities/
Tour

Art/Cultural/
Historic &
Heritage

Accommodation

Dining/
Brewery/
Winery

Agritourism

Retail/
Service

Powwows/
Events/
Festivals

Park
Recreation /
Outfitters

Transport

Tourism Council/
Chamber/
Native Tribe

Indigenous
Destinations
& Villages/
Visitor Center

VALUE OF THE TRAVEL TRADE AND TACKLING TODAY'S CHALLENGES

- ✓ **Predictability & Control**
- ✓ **Visibility & Reach**
- ✓ **Relational vs. Transactional**
- ✓ **Existing Worldwide Network**
- ✓ **Cost for Promotion &**

Advertising

- ✓ **Confidence & Reliability**



METHODS THAT 3RD PARTY RESELLERS USE TO PROMOTE THE USA

Internal network

- ✓ Product & contracting departments
- ✓ Call centers
- ✓ Websites – B2B
- ✓ Online (OTA) – B2C
- ✓ Confidential booking systems/API

External network

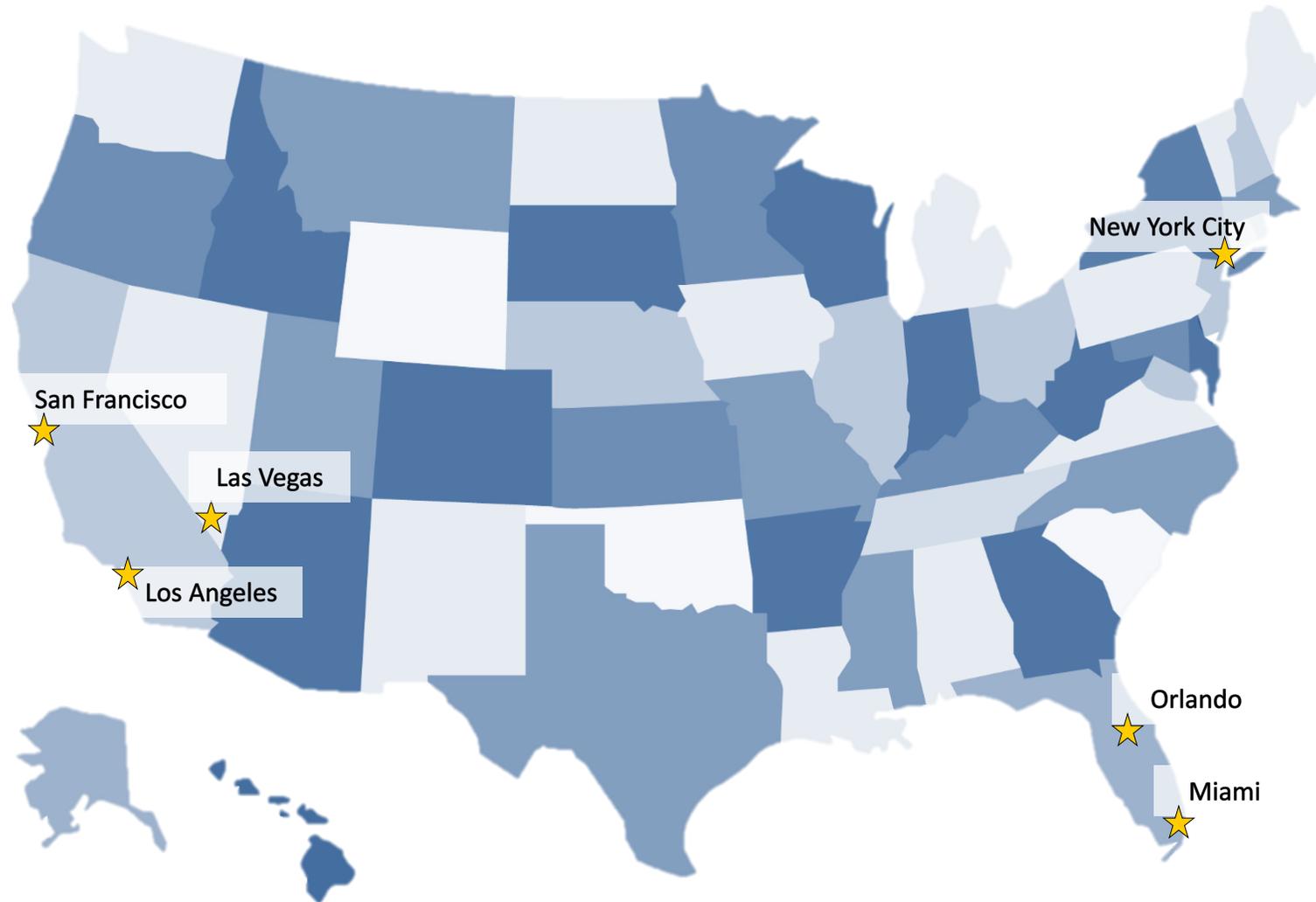
- ✓ B2B & B2C tour brochures/catalogues
- ✓ Advertising via Sunday reader circulation
- ✓ Brick & mortar stores
- ✓ Consumer tradeshows (USA pavilions)
- ✓ B2B tradeshows
- ✓ Digital mailings & newsletters

FIT
Group
MICE



USA MAJOR GATEWAYS FOR INTERNATIONAL INBOUND OPERATORS

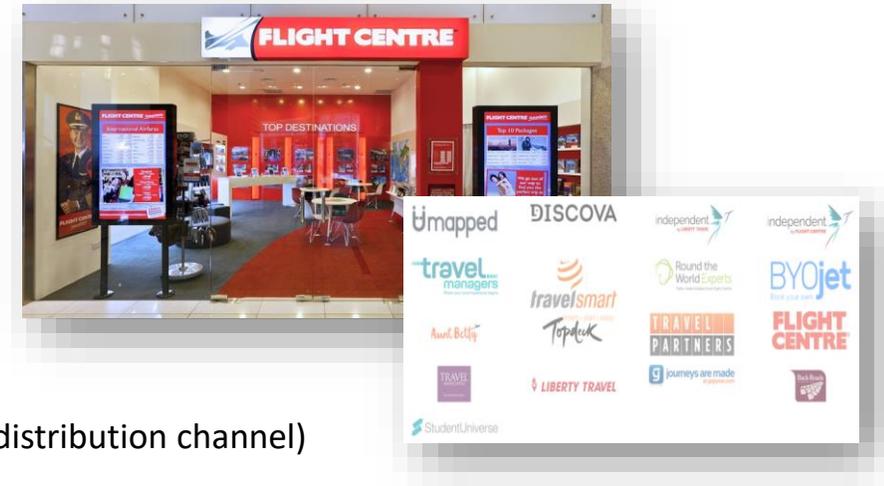
Airlift and new routes make the international difference!



International vs. Domestic Tourism Markets

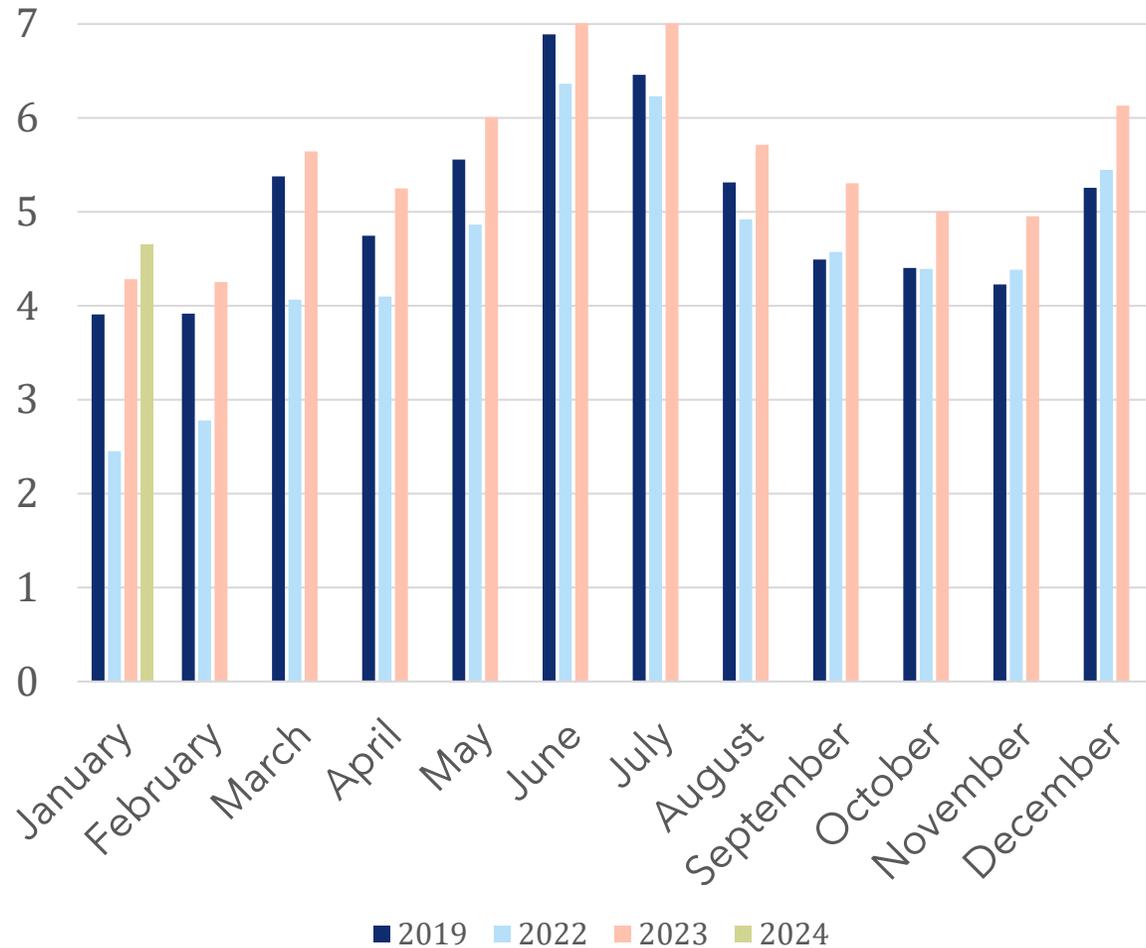
INTERNATIONAL VISITORS

- ✓ International visitors stay longer and spend more
- ✓ International visitors purchase travel very differently than U.S. citizens
- ✓ The use of travel agencies and tour operators globally is dramatically higher outside the U.S. (the distribution channel)
- ✓ Benefits and understanding of how working with these travel agencies and tour operators
- ✓ International visitors utilize product inventory differently which will affect product development, the ways businesses operate, and can impact visitor arrival patterns
- ✓ International business does not compete, compromise or displace existing domestic business; international business supplements and strategically adds to domestic business
- ✓ International visitors arrive year-round and travel more frequently, often during U.S. destination shoulder/off-season/non-peak travel periods
- ✓ International visitors arrive 7 days a week
- ✓ International business creates an opportunity for gateway destinations to partner with nearby destinations who may be interested in filling hotel rooms and selling attractions tickets on opposite days than the gateway is trying to fill. This provides real opportunity for robust partnerships among destinations as it also provides opportunity to extend visitor stays.
- ✓ Cancellations are rare which is a domestic issue
- ✓ International citizens typically receive 4-6 weeks paid vacation. The U.S. heads the “dream vacation” list for many international visitors, who will utilize their long vacation time to explore the U.S., either as a “once in a lifetime” trip, or as a repeat destination



DOMESTIC TRENDING OVERSEAS

U.S. Citizen Departures to International Regions



In January 2024, U.S. Citizen Air Passenger Departures from the United States to foreign countries totaled **4.6 million**

+17.0% compared to January 2023

HOW VISITORS ARRIVE

Integral to Products and Services that are sold and destinations that are visited

FIT, Group, DMC & MICE

FIT (Foreign Independent Travelers)

- ✓ Individuals, families, couples, less than 10 pax
- ✓ Arrive on their own or public transportation (Fly & Self-drives)
- ✓ Arrive pre-paid

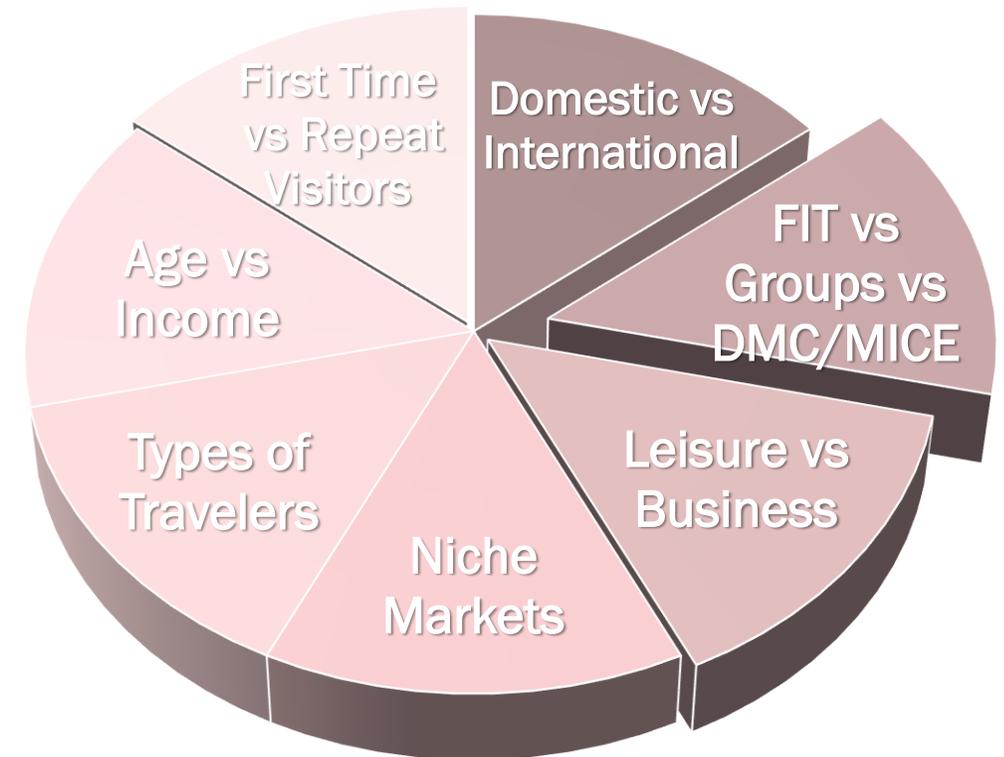
Group Visitors (Typically 10 or more)

- ✓ Purpose or theme
- ✓ Arrive on a chartered vehicle
- ✓ On a timed itinerary

DMC (Destination Management Company)

& MICE (Meeting, Incentive, Conference/Congress, Exhibition)

- ✓ Custom, events, VIP, unique, one-of-a-kind experiences



How Visitors Arrive Affects Everything About the Relationship Between DMO's and Tourism Suppliers

- ✓ The **products and services** created
 - ✓ And then who the tourism suppliers work with as **partners**
- ✓ How business is tracked and when to expect **results**
- ✓ How a business **operates**
- ✓ How and where the business **sells**
 - ✓ The **associations** they belong to
- ✓ The **technology and connectivity** they use or don't use

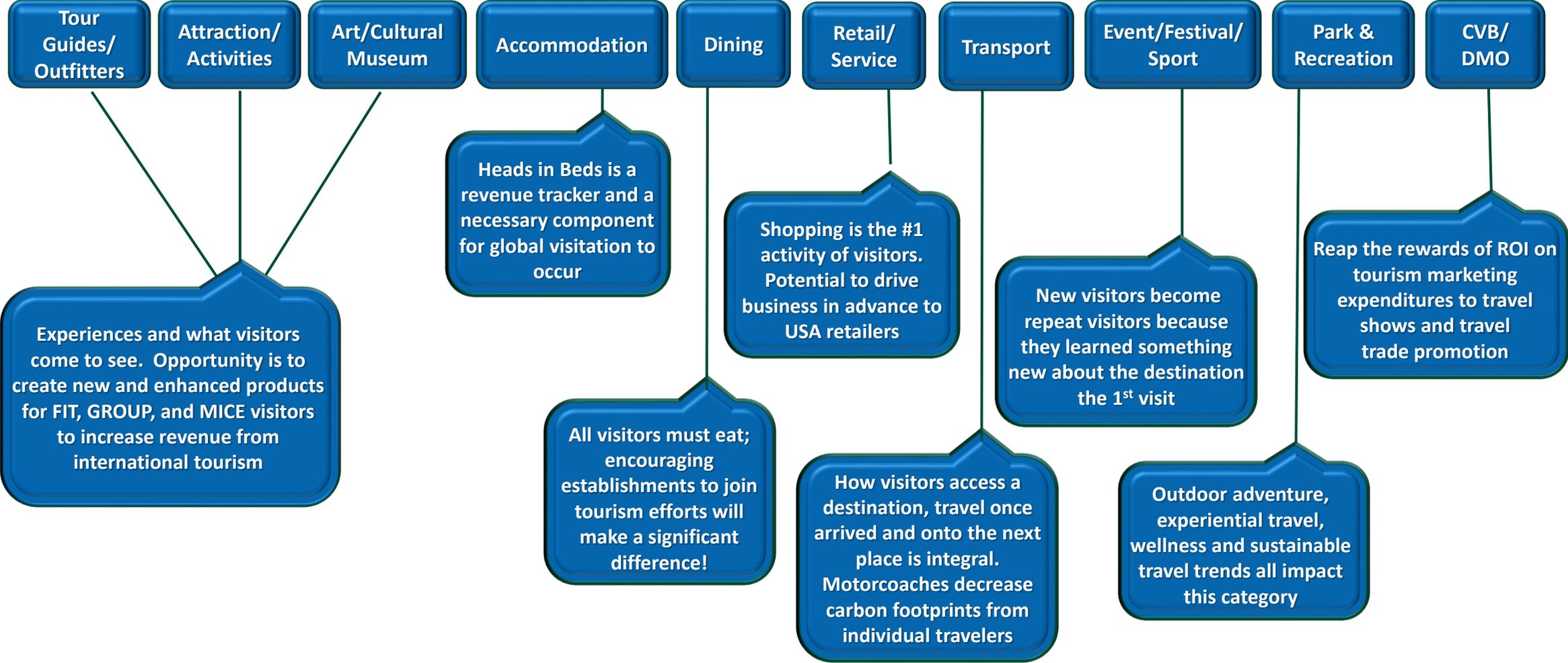
U.S. Products & Services



OVERSEAS TRAVELER CHARACTERISTICS	2019	2020	2021
Total # of Travelers to the US	40,393,346	7,594,470	39,883,361
<i>Visitor activity by %</i>			
Shopping	83.9	82.4	84.4%
Sightseeing	77.9	73.8	78.4%
National Parks/Monuments	33.7	28.6	34.1%
Dining (Experience Fine)	25.9	25.3	27.1%
Amusement/Theme Parks	25.7	25.2	26.4%
Art Gallery/Museum	28.2	23.8	28.1%
Small Towns	26.1	23.5	26.0%
Historical Locations	25.1	21.2	25.6%
Guided Tours	19.9	15.8	20.8%
Cultural/Ethnic Heritage Sites	14.4	12.6	14.8%
Sporting Event	11.6	11.7	12.0%
Nightclub/Dance	11.1	10.7	11.0%
Concert/Play/Musical	13.7	10.0	14.4%
Water Sports	8.2	6.8	7.8%
Casinos/Gamble	6.9	5.8	7.1%
Camping/Hiking	4.8	3.9	4.2%
Environmental/Eco. Excursions	3.8	3.4	3.3%
American Indian Communities	4.4	3.3	4.8%
Golfing/Tennis	2.2	3.2	2.5%
Snow Sports	1.4	3.2	1.5%
Hunting/Fishing	1.1	1.6	1.5%

<https://www.trade.gov/travel-and-tourism-research>

Product Inclusion & Connection



Emphasize the need for diverse and sustainable tourism; incorporating all that are underserved.

What Product Looks Like



Multi-day multi-week itineraries
 Themes and regions of the USA
 Airport transfers, accommodations,
 things to do, where to eat, etc.



DETROIT HARBOR

QUEBEC OLD TOWN

TORONTO NIGHT SKYLINE

NIAGARA FALLS

CHICAGO

WASHINGTON D.C.

PHILADELPHIA

SAN FRANCISCO

TOUR HIGHLIGHTS

- Walk or run in Central Park
- View the Statue of Liberty from Battery Park
- Stroll along the beaches of Cape Cod
- Walk the historic Freedom Trail in Boston
- Visit Salem, the site of the witch trials and a hotspot of seasonal Halloween festivities
- Drive to the summit of Cadillac Mountain in Acadia National Park
- Eat hot Maine lobster at the harbor
- Stroll Outer Cape's picturesque streets while watching whales leap at work
- Dive into a river of discovery as you follow the historic St. Lawrence River
- Discover Montreal, the world's second-largest French-speaking city after Paris
- Stand in the town of Ottawa's Parliament Hill to view the daily Changing of the Guard ceremony
- Adventure awaits at Toronto's CN Tower, Canada's most iconic landmark
- End the eveninging car and fireworks show at Niagara Falls waters
- Discover the rich history and culture of the South
- Experience the passion of Gettysburg and the inspiration for the "Gettysburg Address"
- Visit Charleston, home to three U.S. presidents

AMERICAN HISTORIC HIGHWAYS

NEW YORK - ARRIVAL
 Day 1: Today, arrive in New York City, the world-famous Big Apple. Toronto independently to your hotel. Enjoy your evening at stovetop exploring the city.

NEW YORK - CAPE COD
 Day 2: After picking up your rental car, you will drive east through the coastal towns and alongsides Long Island Sound and Cape Cod Bay. Through Connecticut and Rhode Island, en route to the water's edge of Cape Cod.

CAPE COD - BOSTON
 Day 3: The heritage of colonial America is revealed today as you visit cities founded by the Pilgrims and the Puritans. In Boston, you can view the ruins of the revolutionary conflicts and witness the fires of democracy throughout the Colonies.

BOSTON - ACADIA NATIONAL PARK
BAR HARBOR
 Day 4: Driving north along the Eastern Seaboard, you'll pass through Salem, Massachusetts, the site of the city's witch trials in the United States, and the historic port city of Portland, Maine. Then it's on to Acadia National Park and Bar Harbor.

BAR HARBOR - QUEBEC CITY
 Day 5: Journey across the Appalachian Mountains and past Moosehead Lake before crossing the U.S. border into the French-speaking Province of Quebec. Bright blue and white Gettysburgs and the landscapes as you travel through rolling countryside toward the provincial capital of Quebec.

QUEBEC CITY - ST. LAWRENCE RIVER
MONTRÉAL
 Day 7: A full day to discover scenically medieval Quebec City and experience the local joie de vivre. Fortifications of Upper Town overlook Lower Town with its narrow, steep cobblestone streets at the river bank. Visit the Château and Place-Royal. A short drive away is St. Ours. The island's shoreline is dotted with attractive Victorian-style summer homes.

MONTRÉAL - OTTAWA
 Day 8: Today drive to Ottawa, Canada's national capital.

OTTAWA - TORONTO
 Day 9: Toronto, located on the shores of Lake Ontario, is a modern banking and business center. Today you will have time to explore the ethnic diversity of Toronto's neighborhoods, or enjoy the panoramic view of Toronto and Lake Ontario from the CN Tower, the world's tallest freestanding structure.

TORONTO - NIAGARA FALLS
 Day 10: Today, enjoy the thundering Niagara Falls and perhaps have a taste of the Mill Creek.

NIAGARA FALLS
AMISH COUNTRY / GETTYSBURG
 Day 11: Enjoy the Finger Lakes region of upstate New York en route to the state of Pennsylvania. The simple beauty of the Pennsylvania Dutch ornaments the rural beauty of the area.

AMISH COUNTRY / GETTYSBURG
WASHINGTON, D.C.
 Day 12: Today you may visit the Civil War battlegrounds of Gettysburg before heading south to the nation's capital, Washington, D.C. The broad boulevards of Pennsylvania's masculinity designed city will leave you with a dramatic impression of America's seat of government.

WASHINGTON, D.C.
 Day 13: Take the full day to explore the monuments and museums of the great city. The Smithsonian Institution, a world-renowned complex of museums tracing the National Mall, is a repository of national artifacts and treasures. The views from the Lincoln Memorial and the Washington Monument, and Capitol Hill provide unforgettable images of the city.

WASHINGTON, D.C. - PHILADELPHIA
 Day 14: Today travel to Philadelphia where you will have a half day to explore.

PHILADELPHIA - NEW YORK - DEPARTURE
 Day 15: Today you will have the chance to visit Independence Park in Philadelphia where the spirit of the American Revolution was forged into the foundation of the new nation. Once on the Delaware River you will arrive at the Cooper State of New Jersey en route to New York City for final destination. Return your car and transfer independently to the airport.

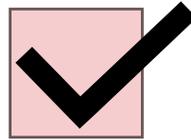
DRIVE AMERICA | AMERICAN HISTORIC HIGHWAYS | 15 DAYS / 14 NIGHTS



A DESTINATION AND SUPPLIER'S STEPS TO READINESS SUCCESS



Destination &
Business
Communication
Assets



Tiered Net
Pricing



Product
Development



Operational
Prowess; FIT,
Group, MICE

HOW STEPS TO SUCCESS IS DELIVERED

1.

IN-PERSON

2.

WEBINAR

3.

ONLINE
COMING SOON!

LOOK WHERE THE STEPS TO SUCCESS HAS BEEN



MOST IMPORTANTLY STEPS TO SUCCESS BRINGS THE PROCESS FULL CIRCLE

- Full education about the international tourism market and why the travel trade
- Full access to implementation resources to not just understand, but be led on preparation tactics and engagement
- Examples given along with tangible resources
- Back and forth assistance gearing up to readiness
- Introductions to build relationships with the travel trade through IITA
- And finally, with the genius of Hermann Global the WIN WIN of being part of a destination campaign that will yield trackable results:
 - heads in beds
 - smiles through stiles
and
 - cheeks in seats!

OPTIONAL & SUGGESTED TO STEP OVER THE FINISH LINE



STEP 4: ASSISTED DEVELOPMENT

Work together with us one-on-one to bring learning full circle (quality time with stakeholders to work through challenges and specific situations).

OR

Add on additional sales and learning customized services that mirror your international tourism goals of your destinations such as:

- Trade Sales Events
 - Mini Marketplace/Virtual Sales Mission
- Specific Vertical Learnings (Dining, Accommodations, etc.)
- FAM Tours





Insights

- Strategic Planning
- Content Audit
- Global Tourism Sentiment
- Booking Behavior
- ROI Tracking
- Inbound Travel Reporting

Marketing

- A/B Testing
- Content Development
- Language Optimization
- Coop Development
- Paid Digital Campaigns
- Trade Integration

International Readiness

- Tourism Consulting
- Tourism Sales Programs
- Tourism Training



“Our partnership is dedicated to help lesser-known global destinations with a limited budget to maximize its global potential combining travel trade with digital marketing while measuring a path to conversion.”

**Stories That Matter**



Current Approach To International

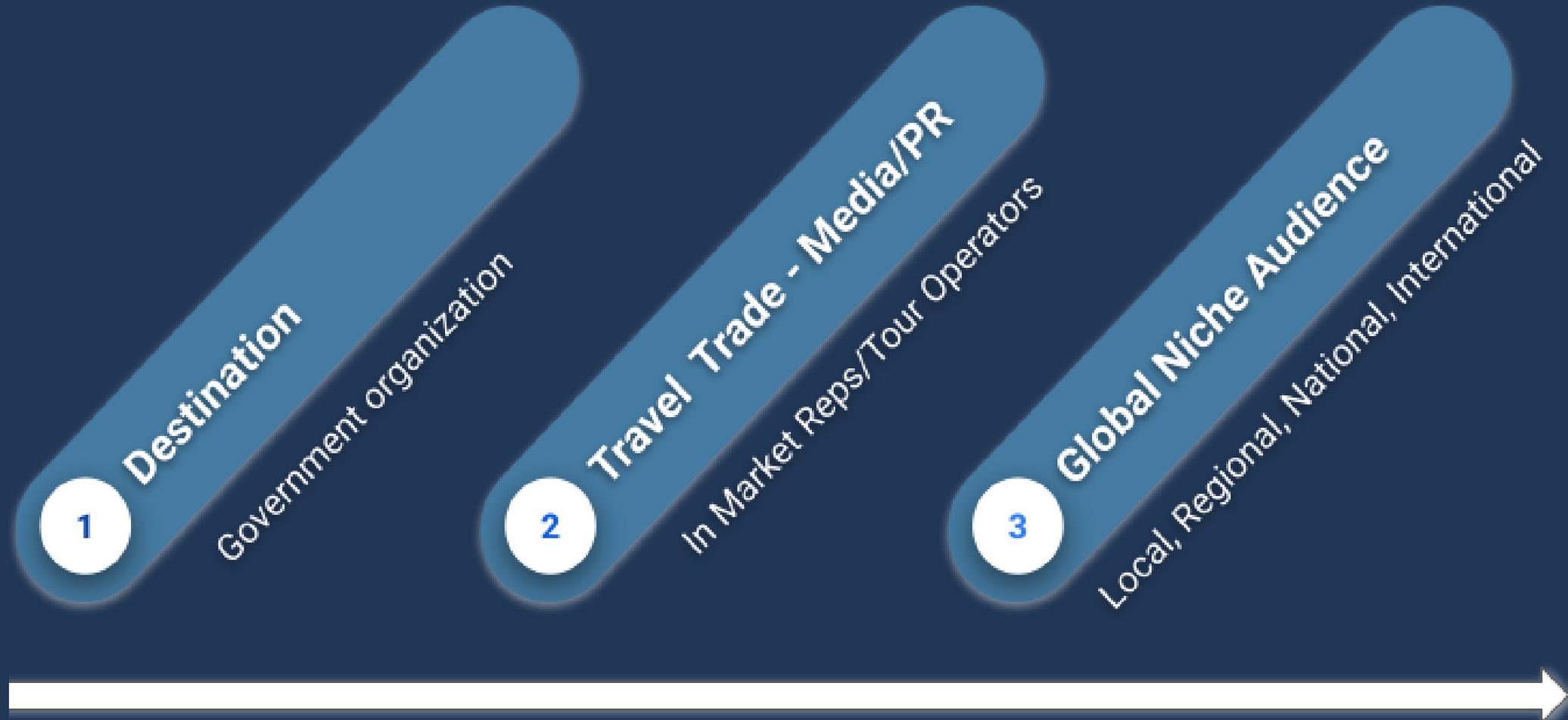
Hire Representation Overseas

Fam Trip

Sales Events & Sales Missions Brand USA

Tour Operator Coops

Current Approach To International

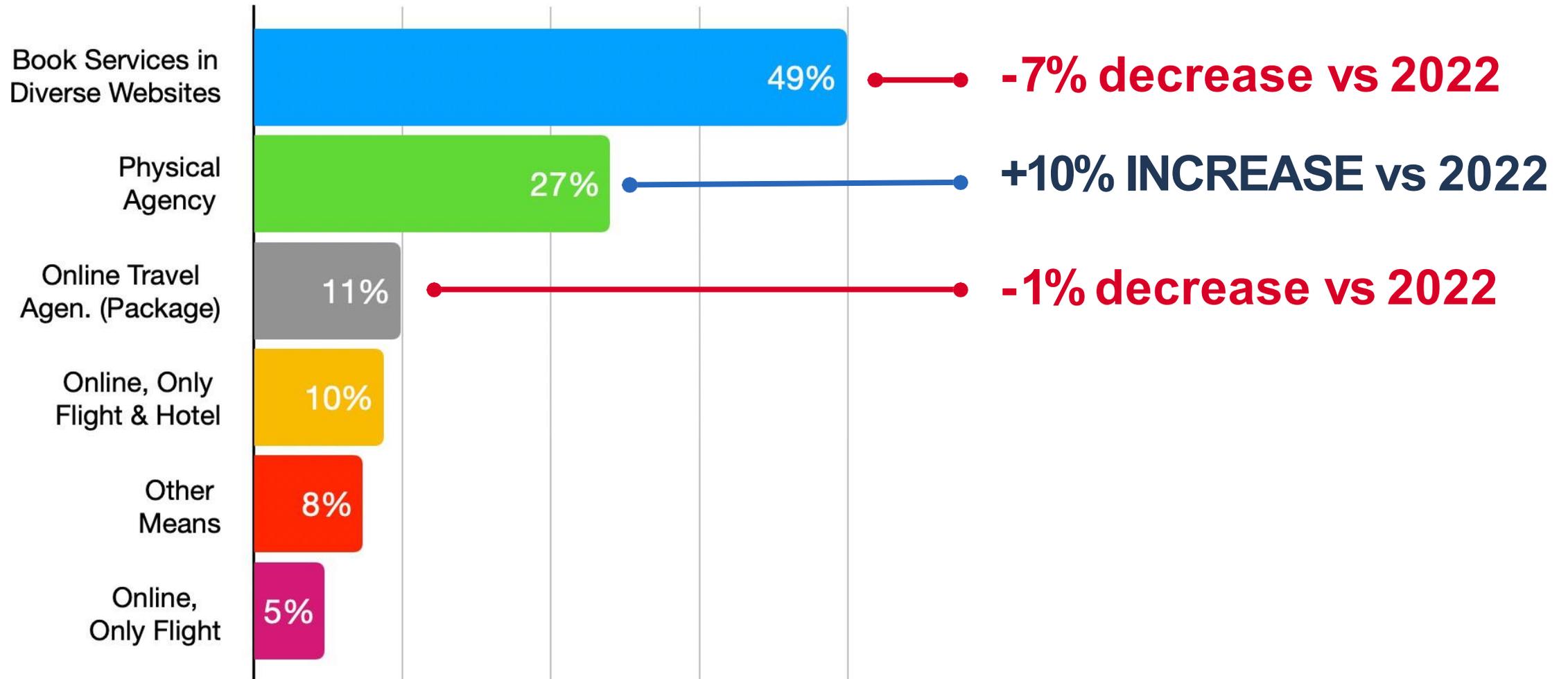


Path To Purchase

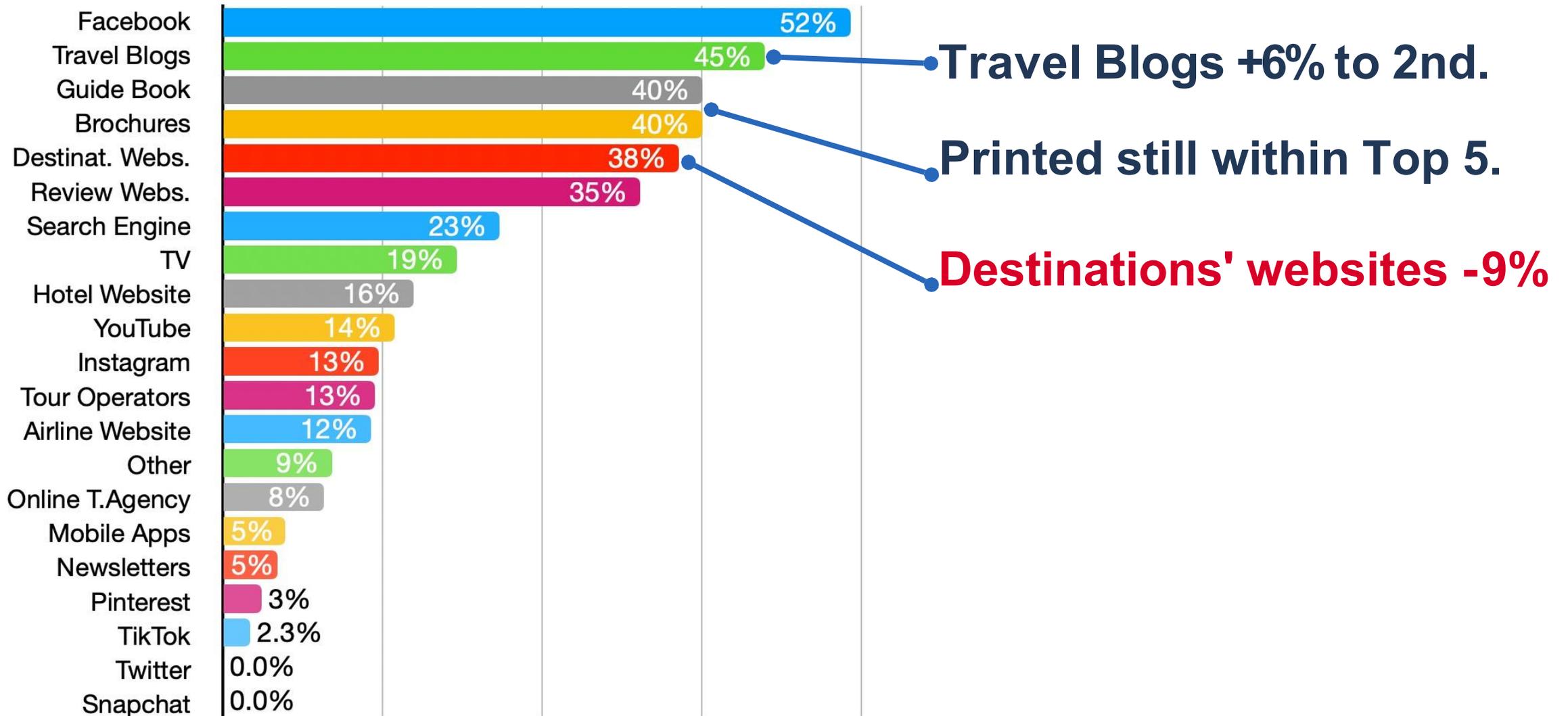
Q6a. How did you obtain the information used for planning this trip?

Survey of International Air Travelers Non-Residents to USA Monitor	Respondent Count	Weighted %	Expanded Estimates
Airline	11,861	55.4%	12,738,000
Personal Recommendation	6,388	31.3%	7,200,000
Online Travel Agency	6,007	29.2%	6,711,000
Travel Agency Office	3,444	14.7%	3,387,000
Corporate Travel Department	2,172	10.8%	2,496,000
Travel Guide	2,037	9.8%	2,263,000
National/State/City Travel Office	1,905	9.4%	2,155,000
Tour Operator/Travel Club	1,462	7.7%	1,764,000
Other	1,185	5.2%	1,207,000
Total Respondents	21,895	100.0%	23,011,000

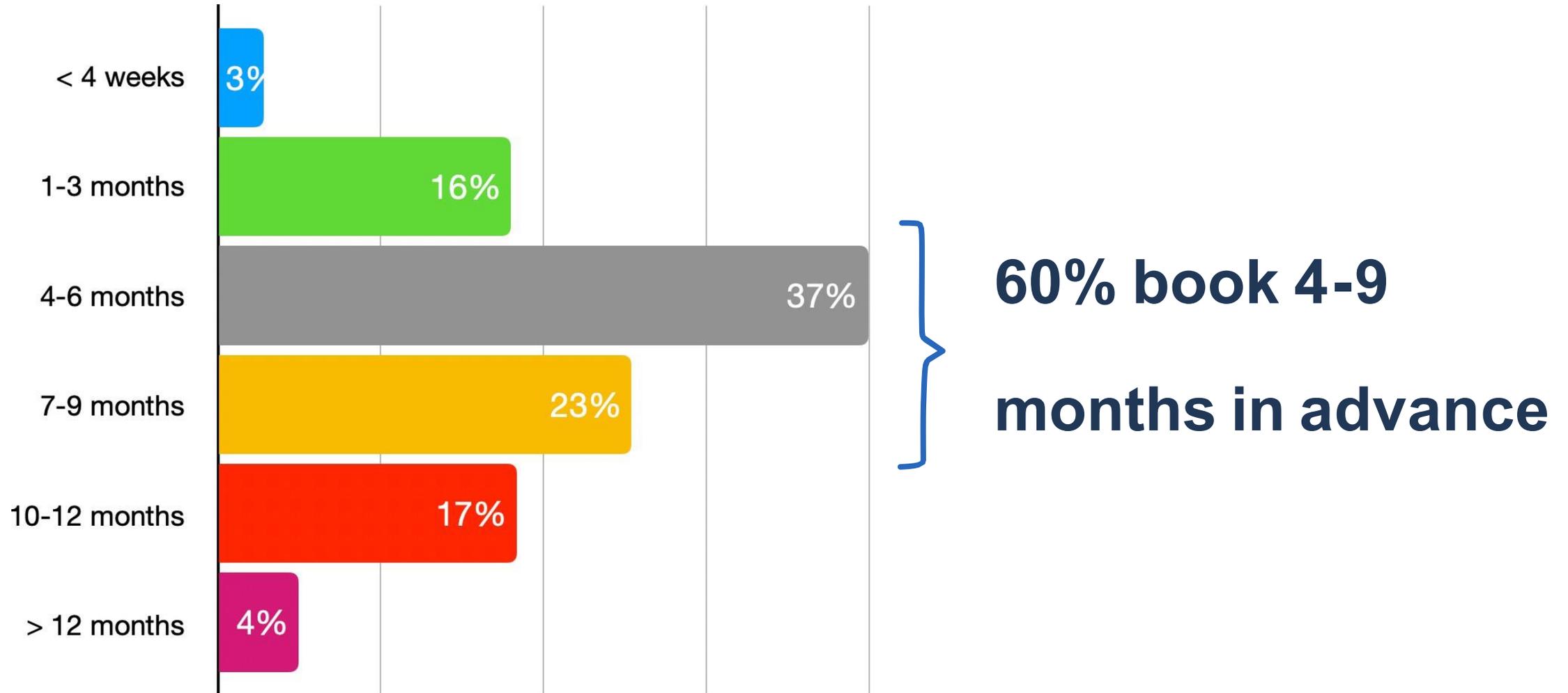
Path To Purchase



INSPIRATION



ANTICIPATION





Global Consumer & Trade Partnership

Phase 1 - Global Travel Sentiment

Phase 2 - Itinerary Development

Phase 3 - International Readiness

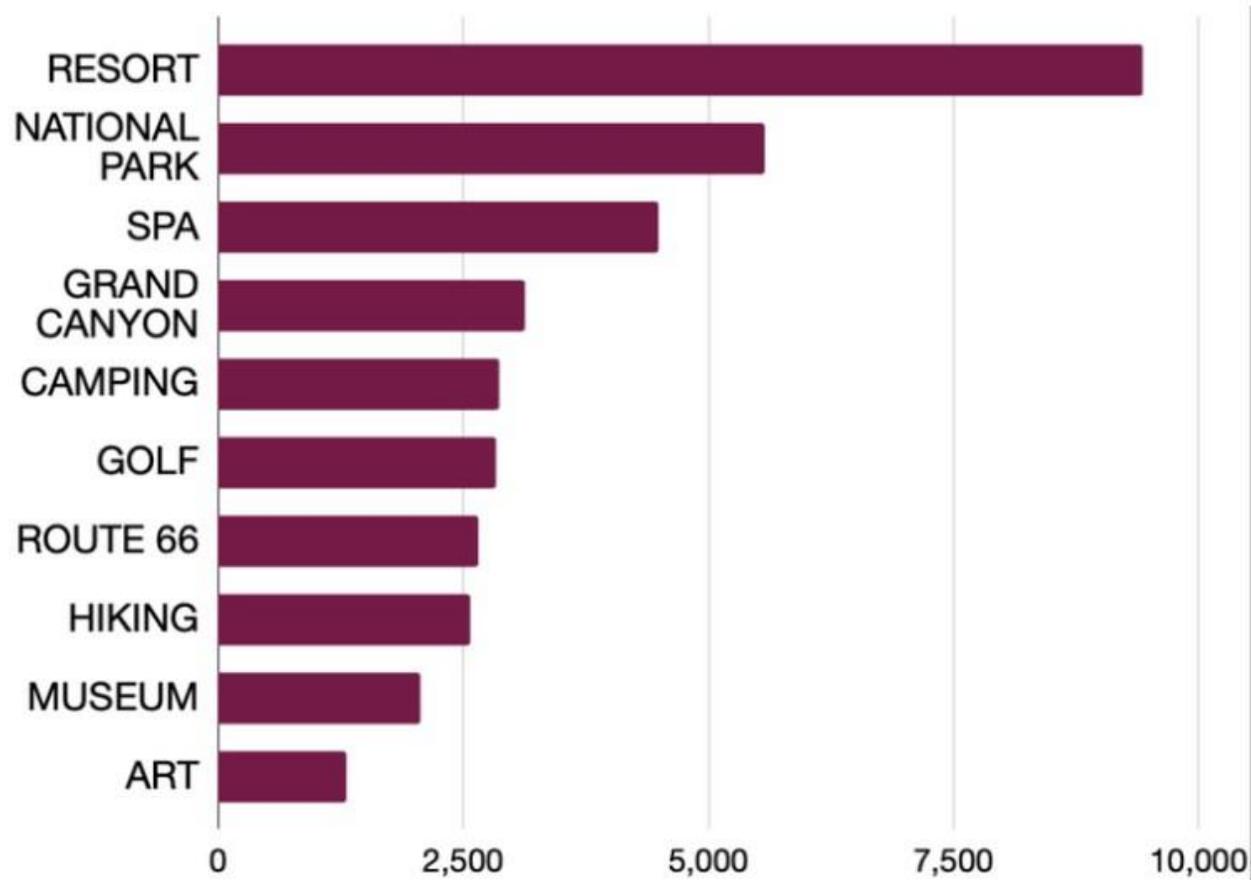
Phase 4 - Joint Campaigns

Phase 5 - Measure ROI

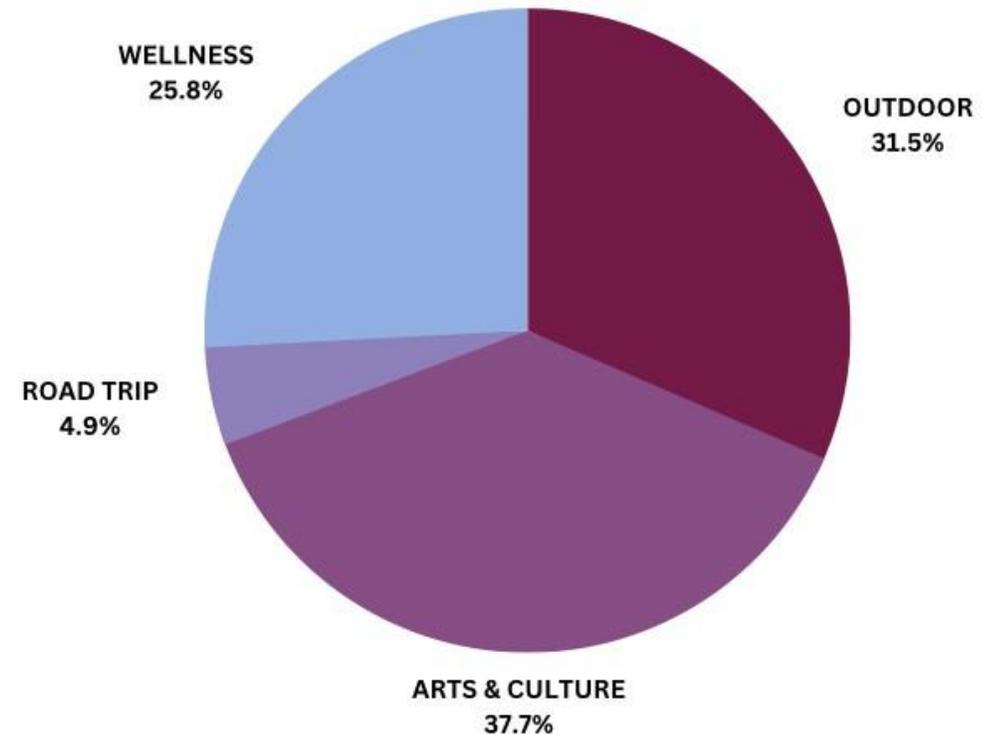
1. Global Travel Sentiment

FRA - AZ ACTIVITIES & THEMES RANKING - APRIL/JUNE 2023

Based on Average Monthly Searches (AMS) of 23 different activities in AZ. Source: Google.



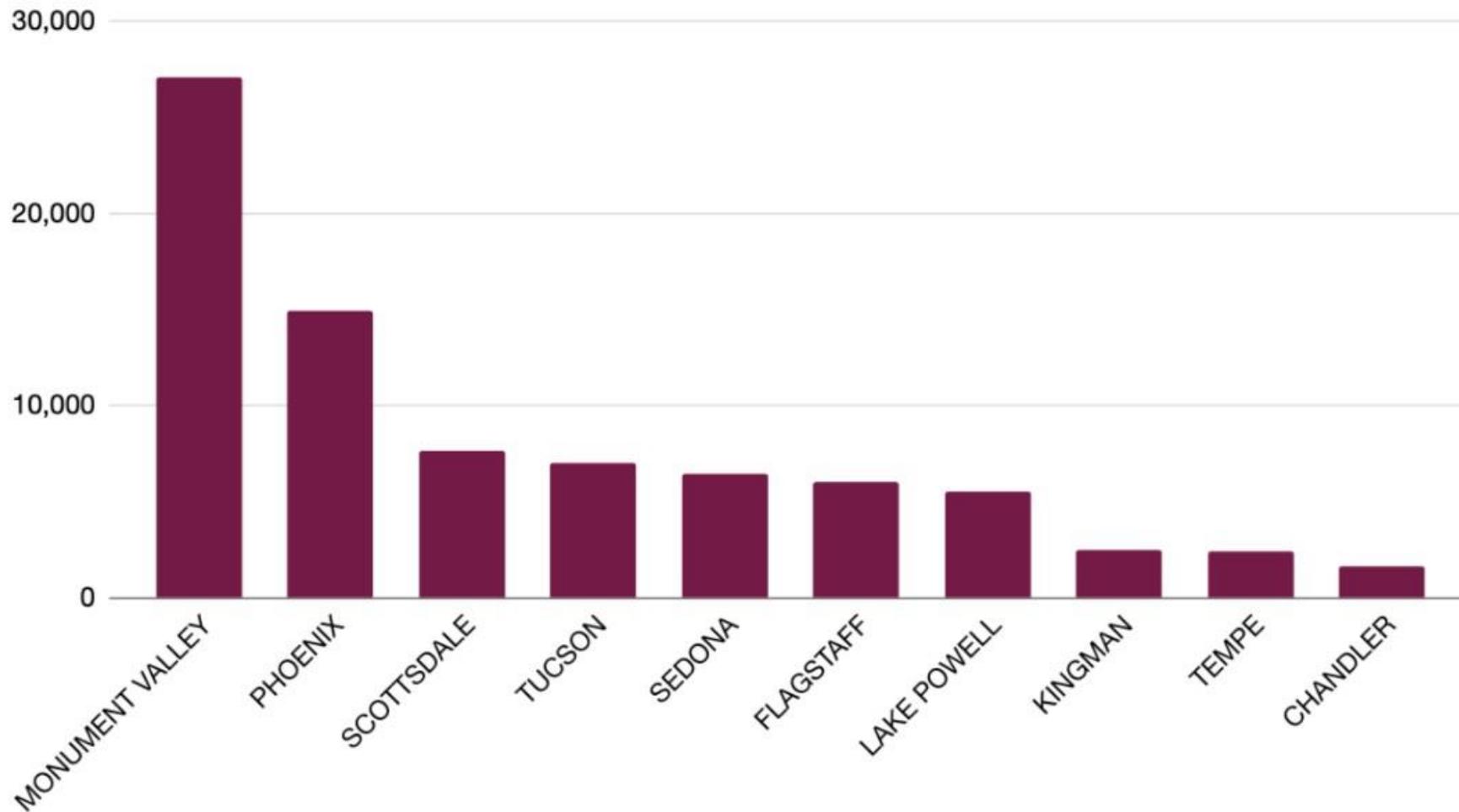
Findings of note: searches for "camping", "hiking" and "Route 66" increased.



2. Itinerary Development

FRA - AZ DESTINATIONS RANKING - APRIL/JUNE 2023

Based on Average Monthly Searches (AMS) using keywords related to: attractions, flights, hotels, things to do, tours, travel, trip, visit. Source: Google.

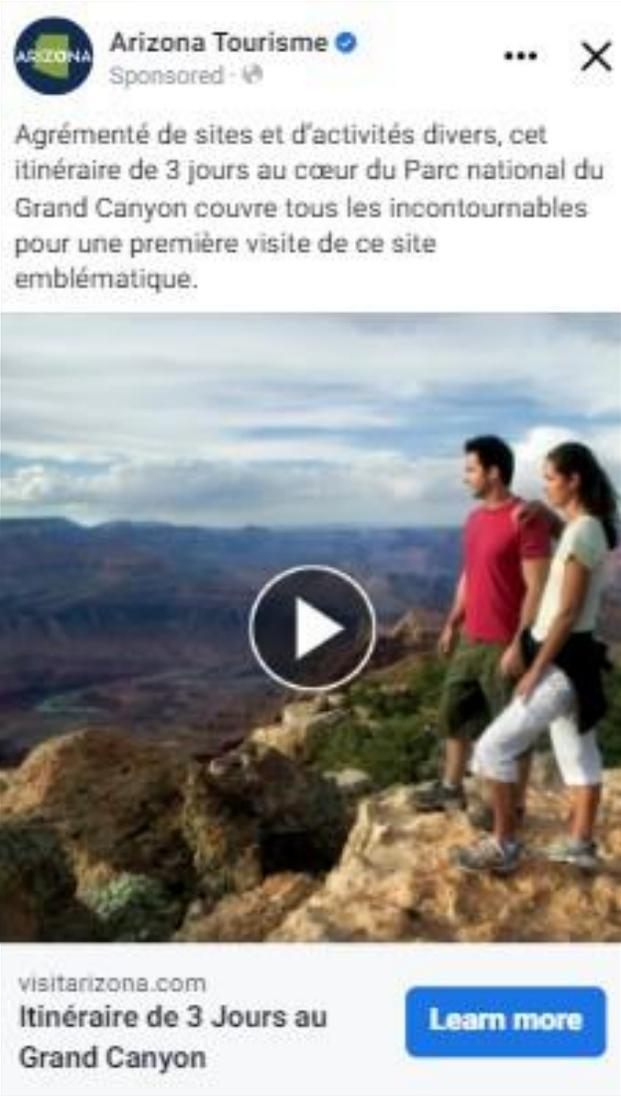


3. International Readiness

- Step To Success - International Inbound travel training program
- Bringing readiness to the forefront for synergistic relationships with the international inbound market
- Building products and services to activate your destinations and the travel trade distribution channel



4. Joint Campaigns



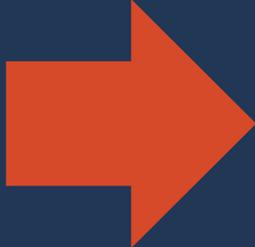
Arizona Tourisme
Sponsored · 🌐

Agrémenté de sites et d'activités divers, cet itinéraire de 3 jours au cœur du Parc national du Grand Canyon couvre tous les incontournables pour une première visite de ce site emblématique.



visitarizona.com
Itinéraire de 3 Jours au Grand Canyon

[Learn more](#)



QUELQUES CONSEILS

.....



NATURAL BEAUTY

Parks & Monuments

From cactus to canyons, pine forests to sky islands, Arizona's parks and monuments feature a wide array of scenery, history and activities for...



À VOIR, À FAIRE

Les 10 plus belles choses à faire en Arizona

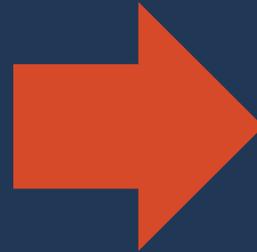
Nous savons que les options sont nombreuses lorsqu'il s'agit de planifier son voyage en Arizona, nous avons donc réduit la liste à quelques-unes...

4. Joint Campaigns



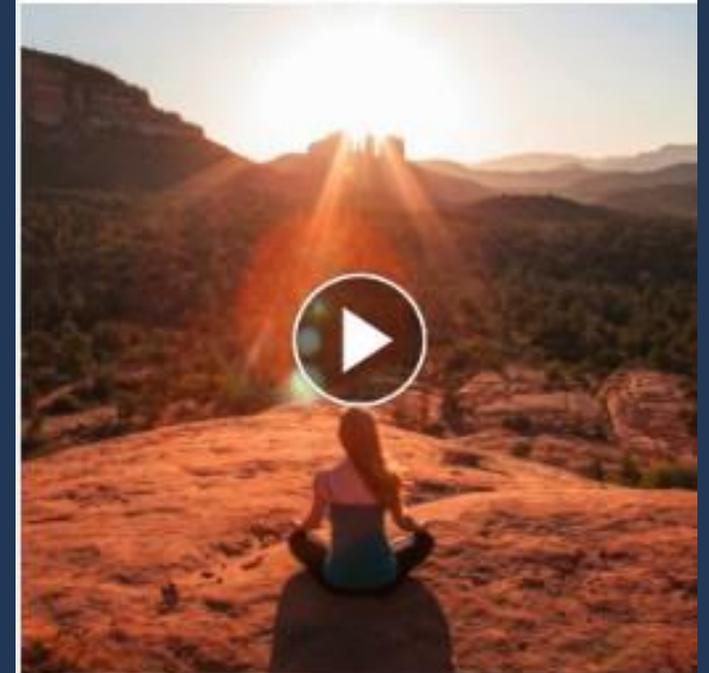
Tour opérateur FR

Vous avez choisi de découvrir le magnifique État de l'Arizona, nous sommes là pour vous aider à planifier votre séjour idéal. Nous avons mis en...



 **Arizona Tourisme** 
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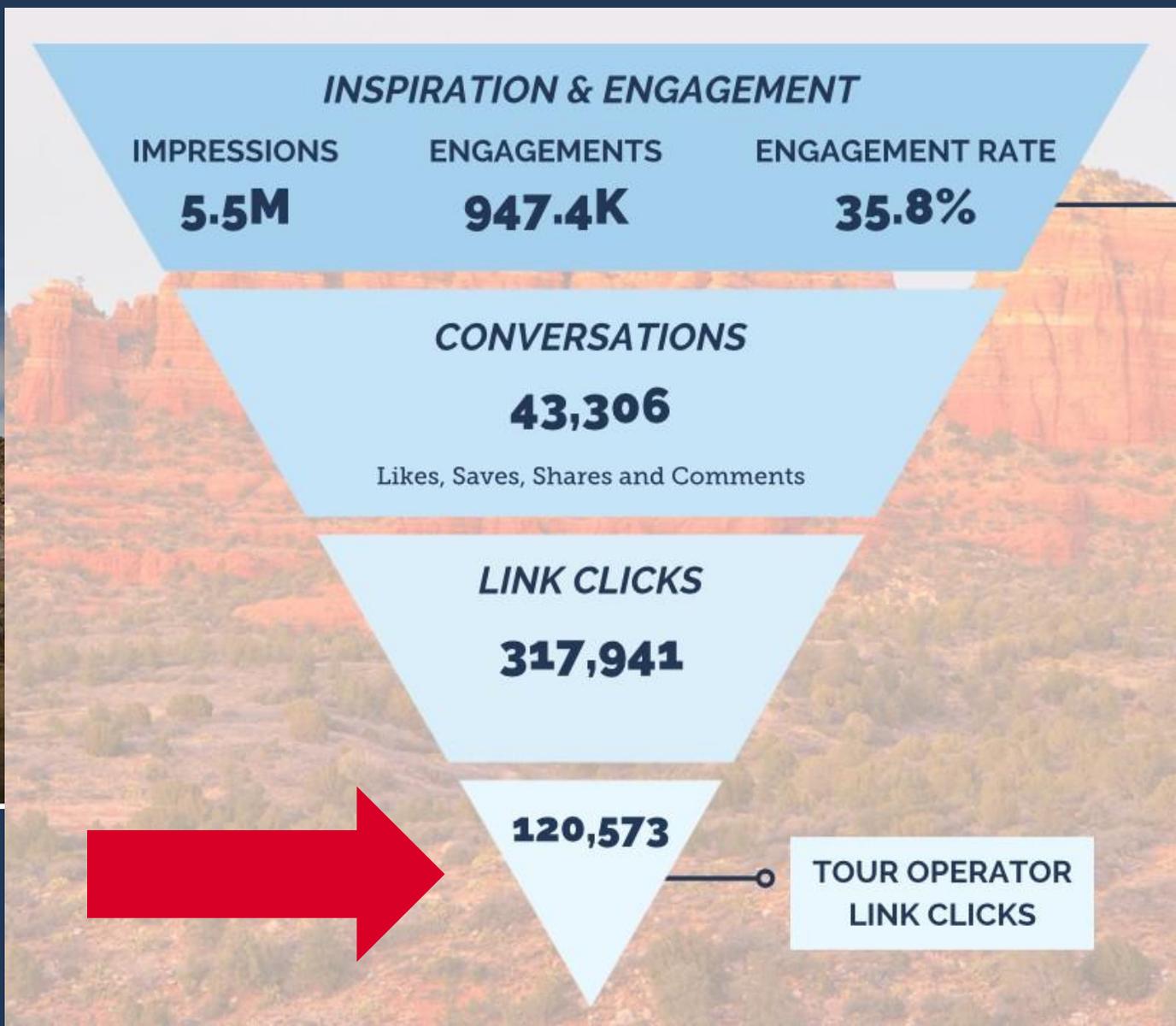
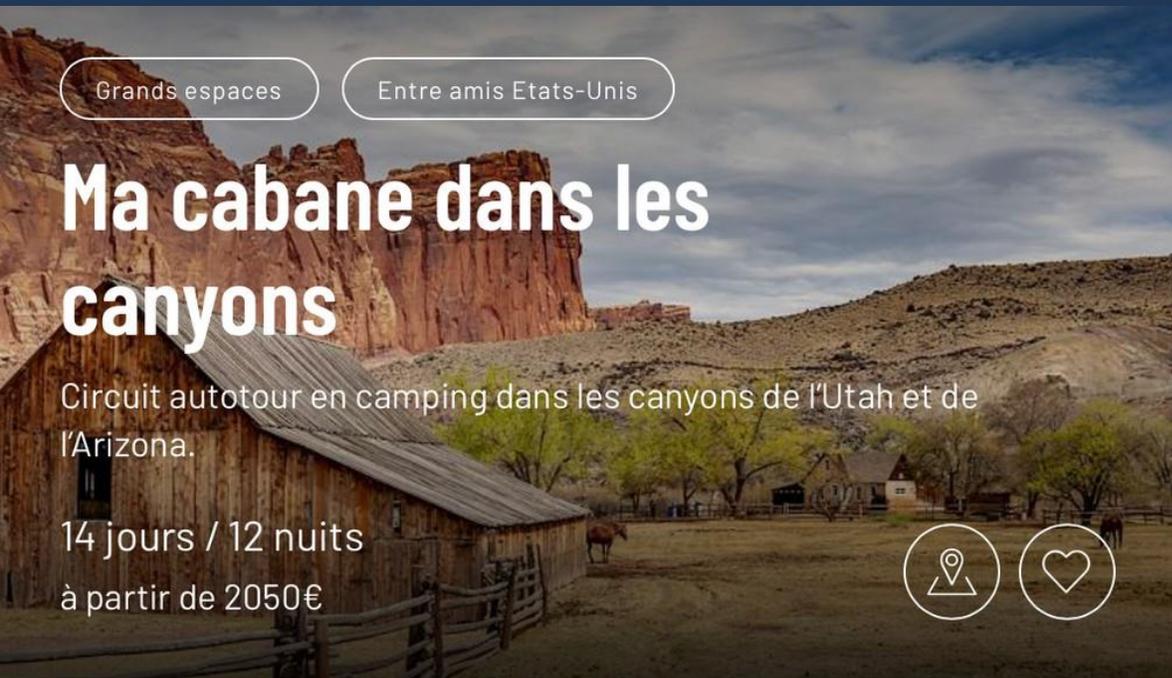
Lors d'un voyage aux Etats-Unis, la découverte de l'Arizona est indissociable de celle du Grand Canyon, dont le spectacle est l'un des plus grandiose au monde. Mais l'Etat d'Arizona réserve bien d'autres trésors : Monument Valley, Glen Canyon Dam, le lac Powell avec son célèbre Rainbow Bridge, Antelope Canyon, le Canyon de Chelly, Petrified Forest, parmi bien d'autres. A moins que vous ne préfériez la capitale du New Age, Sedona, ou la ville du célèbre règlement de compte à OK Corral : Tombstone.



comptoirdesvoyages.fr
**10 idées de voyage «
Arizona »**

[Learn more](#)

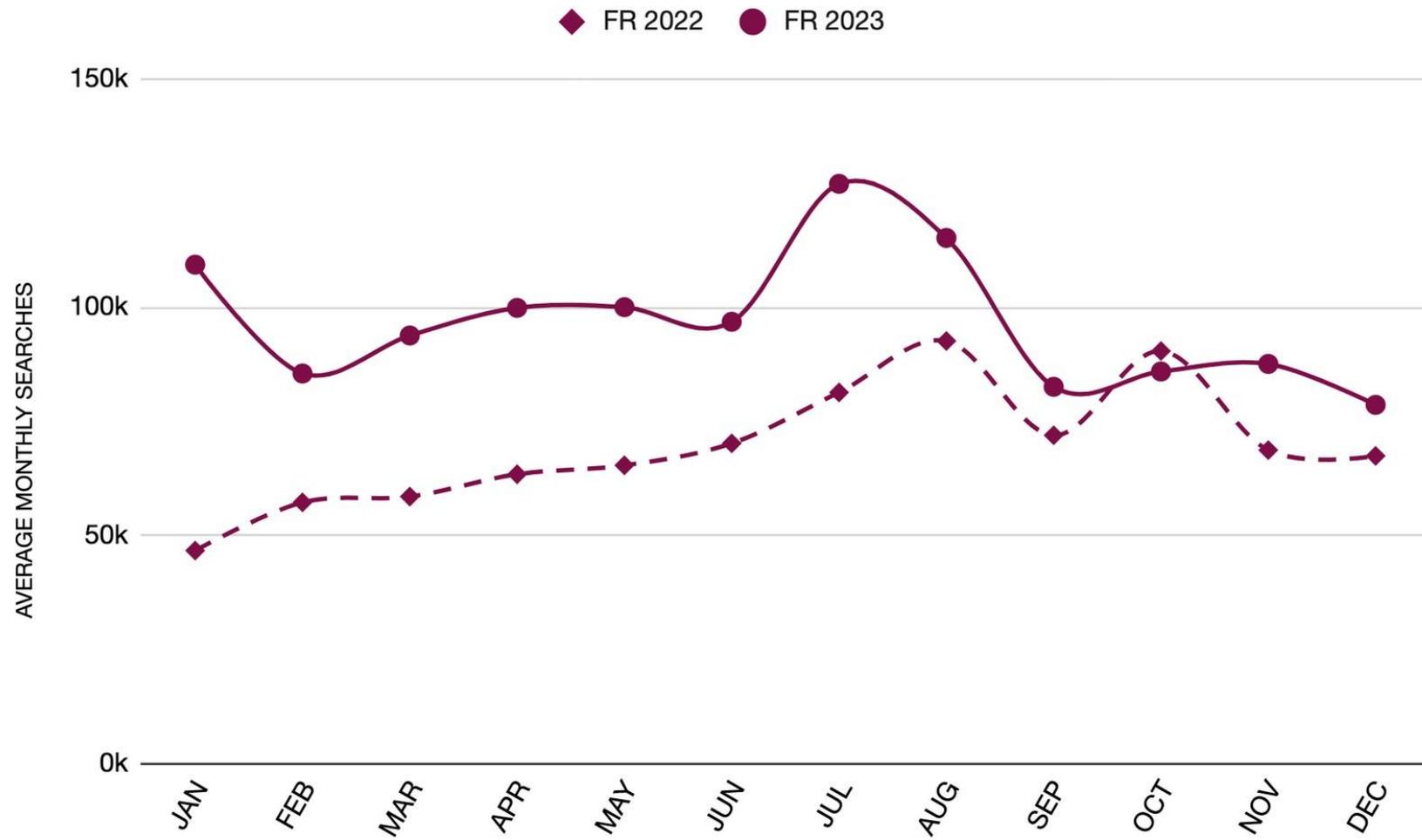
5. Measure ROI



INTENT | *How is your destination booked?*

FRA AVERAGE MONTHLY SEARCHES (AMS) FOR AZ TRAVEL-RELATED SUBJECTS ■ ■

Keywords: attractions in Arizona, flight to Arizona, hotel in Arizona, round trip to Arizona, travel to Arizona, trip to Arizona, tour to Arizona, visit Arizona, visit Phoenix, visit Grand Canyon. Source: Google.



FRANCE - AZ BOOKING REVENUE 2022-2023





Thank you.

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