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International Readiness Round Two: Leveraging Global Sports Tourism



May 7th, 2026



Introduction



Lisa Simon
CEO / Executive Director
International Inbound Travel Association



Today's Presenters



Lisa Simon
CEO / Executive Director
International Inbound Travel Association



Jennifer Ackerson
President / CEO
Alon Tourism Solutions



Luisa Mendoza
CEO / Founder
Global Tourism Sports & Entertainment



Janis Burke
Chief Sports Officer
Las Vegas Convention and Visitors Authority





Gretchen Hall
Chief Operating Officer
Destinations International



DESTINATIONS
INTERNATIONAL



Tourism For All





Jennifer Ackerson
President / CEO
Alon Tourism Solutions



Today's Agenda

- ✓ Review International Readiness Part 1
- ✓ Today's Presenters
 - ✓ Luisa Mendoza, Global Tourism Sports & Entertainment
 - ✓ Janis Burke, Las Vegas Convention and Visitors Authority
- ✓ Resources and Discussion/Q&A



Overview of International Inbound Travel

Review
Slide



Robert O'Leary
Deputy Assistant Secretary for
Travel and Tourism
National Travel and Tourism Office



Why International Visitors Matter To Your Destination



Review
Slide



David Huether
Deputy Director, Research
National Travel and Tourism Office





INTERNATIONAL
TRADE
ADMINISTRATION

State of International Travel

To & From the United States

David Huether

National Travel and Tourism Office

March 2026

U.S. Department of Commerce | International Trade Administration

**Review
Slide**

FIFA & USA250 Questions Added to 2026 SIAT

22. On this trip, did, or will, anyone in the traveling party engage in any of the following leisure activities?

Check (✓) ALL that apply

- 1 Go sightseeing
- 2 Go shopping
- 3 Go nightclubbing/Dancing
- 4 Go on guided tour(s)
- 5 Go to a casino/Gamble
- 6 Attend a sporting event
 - 6a FIFA World Cup game or fan event
- 7 Attend a concert/Play/Musical
- 8 Visit amusement/Theme parks
- 9 Visit national parks/Monuments
- 10 Visit art galleries/Museums
- 11 Visit cultural/Ethnic heritage sights
- 12 Visit Native American/Indigenous communities

Review
Slide

- 13 Visit small towns/Countryside
 - 14 Visit historical locations
 - 14a America 250 event, celebration, or road trip
 - 15 Experience fine dining
- Participate in activities:
- 16 Hunting/Fishing
 - 17 Snow sports
 - 18 Golfing/Tennis
 - 19 Camping/Hiking
 - 20 Water sports
 - 21 Environmental/Ecological excursions
 - 22 Other (specify) →



Why This Tournament Is Different

ALON



Scale: The Largest Tournament in History



48

Teams Competing

The largest roster in history, bringing diverse global fan bases.

104

Matches Played

The most games ever, extending the duration of visitor travel.

3

Host Nations

Spanning the US, Canada, and Mexico for vast geographic reach.

70K+

Avg. Stadium Capacity

Massive venues driving significant concentrated demand.

2M

Tickets Sold

Fans from 212 countries and territories already secured.

5B

Global Audience

Unmatched viewership setting the stage for global impact.

5M+

Total Visitors

Projected international and domestic visitors across the host nations.

200+

Nations Watching

Global broadcast reach driving unprecedented interest and financial opportunity.

1.24M

Visitors to the US

Estimated visitors specifically traveling to the United States.



Long-Term Tourism Value

The tournament catalyzes sustained tourism growth and destination loyalty that extends far beyond the tournament itself.



3.7%

Tourism Rebound

Projected international tourism increase to the US in 2026.

10%

Inbound Growth Lift

Directly attributed to the tournament's drawing power.

65%

Return Visitors

Visitors projected to revisit host cities.

33%

Visitation Gains

Share of all international visitation growth tied to the event.

This tournament represents more than a singular event; it is a powerful catalyst for long-term destination growth and visitor loyalty, generating enduring benefits for host cities and positioning North America as a premier global travel destination for years to come.



Review
Slide

Understanding the International Visitor

ALON



International Market Attributes



- ✓ **Book in Advance**
- ✓ Longer Stays and Higher Spending
 - ✓ International visitors stay longer and spend more than domestic travelers.
- ✓ **Different Travel Habits**
 - ✓ Prefer using travel agencies and tour operators.
 - ✓ Book travel differently than U.S. citizens.
- ✓ **Year-Round and Off-Peak Travel**
 - ✓ Travel more frequently during non-peak periods, boosting tourism year-round.
- ✓ Enhance Product Development
 - ✓ Utilize products differently, influencing how businesses operate and develop offerings.
- ✓ No Competition with Domestic Business
 - ✓ International travel supplements rather than competes with domestic tourism.
- ✓ Opportunities for Partnerships
 - ✓ Encourages collaboration between gateway and nearby destinations to extend visitor stays.
- ✓ Low Cancellation Rates
 - ✓ Cancellations are rare, providing reliable business.
- ✓ **Longer Vacation Time**
 - ✓ International travelers often have 4-6 weeks of vacation and view the U.S. as a "dream vacation" destination.



Review
Slide



**Review
Slide**

Who Is Actually Coming

- **The Passionate Fan**
- **The Experience Explorer**
- **The Family & Group Traveler**
- **The Millennials & Diaspora**





Participating Nations

ALON



Source Market Behavior Profiles



Airbnb data reveals which markets and nations are already generating the strongest travel demand



Travel demand signals

Destination preferences



Market comparison

Geographic distribution

East Rutherford (NJ) and Los Angeles dominate the most in-demand match searches — signaling critical capacity hotspots for planners.



The most in-demand World Cup matches based on searches for Airbnb stays ²	The top countries searching for World Cup travel ³
Haiti vs. Scotland on June 13 in Boston, MA	United States
Brazil vs. Morocco on June 13 in East Rutherford, NJ	United Kingdom
Mexico vs. South Africa on June 11 in Mexico City, Mexico	Canada
France vs. Senegal on June 16 in East Rutherford, NJ	Mexico
Group H Winner vs. Group J runner-up (Round of 32) on July 2 in Los Angeles, CA	France
Ecuador vs. Germany on June 25 in East Rutherford, NJ	Germany
Norway vs. Senegal on June 22 in East Rutherford, NJ	Brazil
USA vs. Paraguay on June 12 in Los Angeles, CA	Colombia
USA vs. Australia on June 19 in Seattle, WA	Australia
Uruguay vs. Cape Verde on June 21 in Miami, FL	Argentina

**Review
Slide**

Regional Expectations of 2026 Global Football Tournament Visitors

**South America and Europe as High Impact Visitor Segments
Asia, Africa, and Middle East Visitor Preferences**



Cultural Pattern	Visitor Groups	Hospitality Expectations & Service Approach
Strong respect for hierarchy, formality, and structured service interactions	East Asia (Japan, Korea, China)	Professional greetings, clear procedures, visible organization, patience in communication, and high attention to detail
Relationship-driven communication and preference for warm personal connection	South America (Brazil, Argentina, Colombia)	Friendly conversation, welcoming body language, flexibility, and enthusiasm from frontline staff
Family-centric travel behavior and multi-generational decision making	Middle East, South Asia	Larger room configurations, group seating, sensitivity to family privacy, and accommodating service tone
Independence and self-directed exploration mindset	Northern & Western Europe	Efficient service, clear information access, minimal interruption, and strong digital support (apps, signage, self-service)
Celebration-oriented travel culture with high social energy	Latin America, Southern Europe	Lively environments, extended operating hours, group activity options, and experiential offerings

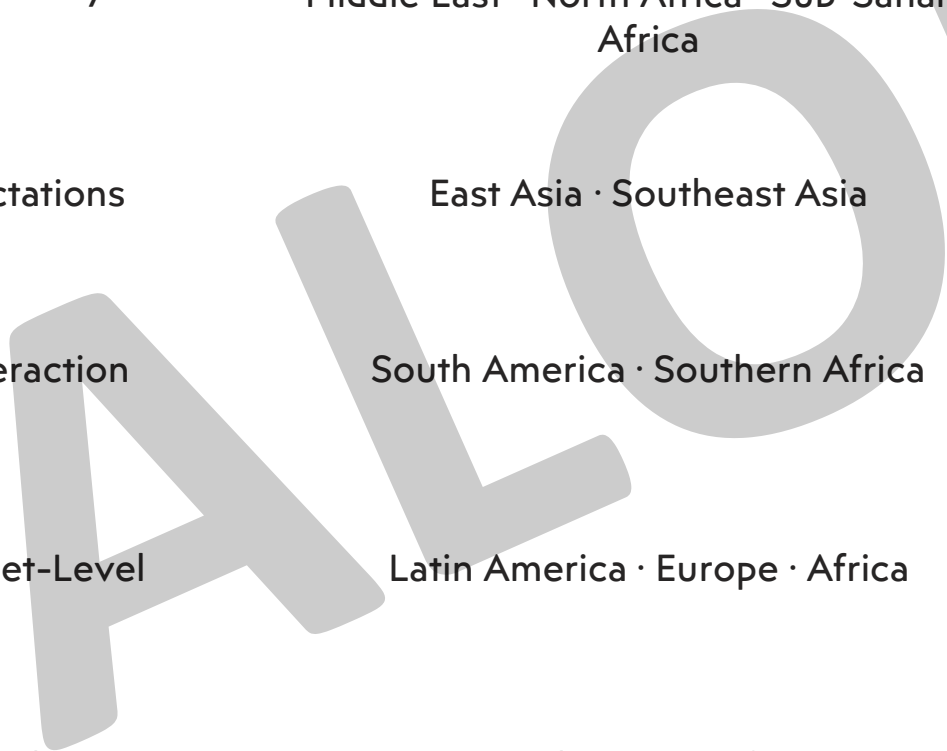


Visitor Preferences / Etiquette Focus

Review
Slide



Visitor Preference	Visitor Groups	Practical Service & Communication Approach
Religious & Cultural Sensitivity	Middle East · North Africa · Sub-Saharan Africa	Provide clear information on prayer space access, modesty awareness, family-friendly environments, and respectful greeting norms
Meal Timing & Pace Expectations	East Asia · Southeast Asia	Expect structured dining times, group seating preferences, and appreciation for efficient yet polite service delivery
Social Dining & Group Interaction	South America · Southern Africa	Encourage shared experiences, flexible seating, lively atmosphere, and warm interpersonal engagement
Informal Exploration & Street-Level Experiences	Latin America · Europe · Africa	Offer walkable recommendations, local authenticity, conversational service style, and approachable staff interactions
Café Culture & Relaxed Social Space	Europe · Australia · parts of Latin America	Allow unhurried table turnover, support lingering guests, provide strong Wi-Fi access and welcoming public seating areas



Cultural Deep Dive Training



**Scan the QR
code to learn
more!**



**Review
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Hospitality Driven Success of Your Front Line

ALON



What This Means for YOU



Knowledge & Confidence

International guests expect more knowledge, warmth, and confidence from everyone they interact with.



Brand Integration

Every interaction your team has with a visitor is a direct reflection of your organization's brand.



Impact on Guest Experience

What your team does shapes guest reviews, social media posts, and whether visitors ever return.

This is not just a hospitality moment – it is a reputation moment.

First Impressions Count



Review Slide

The Opportunity is Singular

For a significant share of the 1.24 million international visitors coming to the US, this will be their first time on American soil. What they experience at your property, your attraction, your restaurant — becomes their lasting impression of this country. That is not a small thing.

The Window Is Short

Smile, make eye contact, and lean in toward the guest. Address them in a friendly, welcoming way to create a positive interaction from the first moment.

The Data Backs It Up

65% of Tournament visitors are projected to return to host cities after the Tournament. That return rate does not happen by accident. It starts with the first moment of contact — and every moment that follows reinforces or erodes it.

Your Frontline Is Your Brand

The person at your front desk, your host stand, your ticket window — they are not support staff. For this visitor, in this moment, they are the face of your destination. What they project shapes everything that follows.

For many visitors, this is their first time in America



Core Principles of Cultural Awareness



Lead With Welcome, Not Assumption

Across every persona and every region we have discussed, the single most powerful thing your team can do is signal genuine welcome before a word is spoken. Body language, eye contact, and a warm neutral greeting cross every cultural barrier.

Communication Is More Than Language

Your staff will encounter guests who speak dozens of languages. Fluency is not the expectation — clarity, patience, and willingness are. Speak slowly, use simple words, point and gesture when needed. *the guest feel helped, not dismissed.*

Cultural Needs Are Not Special Requests

Dietary requirements, religious observance, personal space norms — for millions of the visitors coming to this tournament these are not preferences. They are baseline expectations. Train your team to anticipate them, not react to them.

Emotion Is Part of the Experience

These visitors are not here on a business trip. They are here for one of the most emotionally charged experiences of their lives. A staff member who meets that passion with warmth and professionalism does not just serve the guest — they become part of the memory.

**Review
Slide**

That every team member needs to know across every persona and every region



What Hotels Can Do

Review
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Train Your Front Desk

Implement the cultural awareness principles with your team before guests arrive. Staff preparation is a people investment, not a capital one.



Multilingual Welcome Materials

Have printed or digital welcome materials in Spanish, French, Portuguese, and Arabic at minimum. It signals you prepared for them.



Inclusive Breakfast Options

Make halal and vegetarian breakfast options available without requiring a special request. Don't make guests feel like an inconvenience.



International Power Adapters

Stock adapters at the front desk. A small gesture that eliminates a major frustration for long-haul travelers.



Language-Matched Staff Routing

Know which languages your team speaks. Route international guests to those staff members when possible for a smoother welcome.



Concierge Cultural Briefing

Brief your concierge on the 48 participating nations. Knowing what an arriving fan from Japan is looking for is your competitive edge.

Hospitality Excellence Deep Dive Training



Hospitality Excellence Training

Elevate Excellence. Every Business. Every Time.

Hospitality is not just a service skill, it is a core driver of the tourism economy. In tourism, every guest interaction shapes destination perception, visitor satisfaction, and whether travelers return or recommend a place to others.

What This Program Is

Built specifically for organizations operating within the tourism and visitor economy, this program helps teams understand not just how to serve guests, but how they represent a destination. Rather than focusing on theory alone, the training emphasizes how hospitality shows up in real moments, first impressions, everyday guest interactions, and how teams respond when challenges arise. Delivered as a 2-hour core session, with expanded or multi-session formats available upon request. Each session includes expert facilitation, tourism-specific customization, practical application tools, and a Certificate of Completion for participants.

What Makes This Program Different

Unlike traditional hospitality courses, this training is:

- Not just theory → but actionable skill development
- Not just inspiration → but habits and behaviors teams can apply immediately
- Not one-size-fits-all → but customizable for each organization

We don't just teach hospitality; we change how people deliver it within the tourism environment.

The Alon Hospitality Excellence Framework

Three Pillars. One Standard of Care.

1. Customer Service - First impressions, tone, clarity, and consistency
2. Relationship Building - Human connection, empathy, emotional engagement, and trust
3. Problem Solving - Service recovery, de-escalation, and turning issues into loyalty

Participants leave with clear behaviors and language tools, not just ideas.

What Participants Will Learn

By the end of this training, your team will:

- Deliver hospitality that strengthens the visitor experience and the destination's reputation
- Have insight into how visitors travel and how they are influenced
- Connect tourism markets and why they matter
- Be able to identify cultural differences and significance
- Understand the economic power of hospitality and tourism
- Learn how guest expectations are evolving and how to meet them
- Communicate with confidence, warmth, and clarity
- Build connections that drive loyalty, reviews, and repeat visitation
- Respond to challenges with professionalism and empathy
- Represent your destination or business with pride and ownership
- Be versed on using questions and topics to communicate hospitably with guests

Who This Is For

Designed for organizations investing in frontline excellence across the tourism ecosystem:

DMOs, Hotels, Attractions, Restaurants, Venues, Frontline Staff, Supervisors, Operations, Sales & Guest Services, New-hire onboarding or retraining cycles

Scalable for one team, or community-wide delivery.

Where & When This Training Works Best

Delivered on-site, virtually, or as part of a destination, organization, or multi-location initiative

- Ideal for:
 - onboarding new staff
 - seasonal refreshers
 - pre-peak season alignment
 - organization-wide or destination-wide hospitality initiatives
- Sessions are scheduled based on your operational calendar, peak seasons, and staffing cycles.

Delivery Options & Pricing

Available in-person or virtually. Group size is flexible and tailored to your organizational needs.

Small Business Intensive	Virtual Organizational Session	In-Person Organizational Session
Ideal for owner-operated businesses or small teams	Ideal for organizations, tourism partners, or stakeholder groups	Best for larger teams or hosted training initiatives
\$1,500	\$5,000	\$6,500 + travel

Multiple sessions can be scheduled for larger teams or destination-wide initiatives. Custom pricing available for expanded formats or community-wide delivery.

Optional add-ons include:

- New employee check-in sessions
- Destination Familiarization experience
- Follow-up implementation coaching
- Industry-Specific Customization



Why Organizations Choose This Training

Organizations choose this program because it improves guest experience, staff confidence, and consistency, not just motivation. This training is designed to evolve, with updated case studies, relevant examples, and customization that keeps it aligned with today's tourism landscape.

Ready to Elevate Hospitality in Your Organization?

To explore bringing this training to your team, request a program overview or schedule a consultation at: cdevos@alontourism.com.

"We have worked with Alon to provide customer service training for our operations staff. Alon's training was smart, flexible, and embraced by teams. They worked with us to customize training and learn about our service model in order to maximize the effectiveness of their training. Moreover, our teams had a good time learning and growing from the experience."
Alliance for Downtown New York

At Alon Tourism Solutions, we empower tourism destinations and suppliers to thrive in the global marketplace by addressing industry knowledge gaps and fostering impactful connections with the international travel trade. Our innovative, replicable framework combines strategic consulting, tourism training, and tailored networking to enhance visibility, grow sales pipelines, and create sustainable solutions. We work tirelessly to deliver measurable results that benefit both businesses and travelers, promoting a vibrant and interconnected tourism community.

Alon Tourism Solutions | www.alontourism.com | 631-756-1102 Connor DeVos, Education & Sales Coordinator | cdevos@alontourism.com Hayley Coriary, Director of Operations | hcoriary@alontourism.com

Scan the QR code to learn more!





Destination Readiness

ALON



Know and Promote Your Destination



Destination Resources



Timing



FIT & Group Friendly Dining



Tour Guide/Step-Ons



Motorcoach Information



Unique Event Space



Seasonality



Accommodations



Accessibility Information, Resources, & Maps



Nightlife



Shopping



Annual Events & Festivals



Cross promoting with one another – Create itineraries & unique partnerships



Activities & Attractions
New experiences to keep repeat visitors coming

TO DO LIST



Accessibility & Ease of Access – to the destination & to each other



Handles

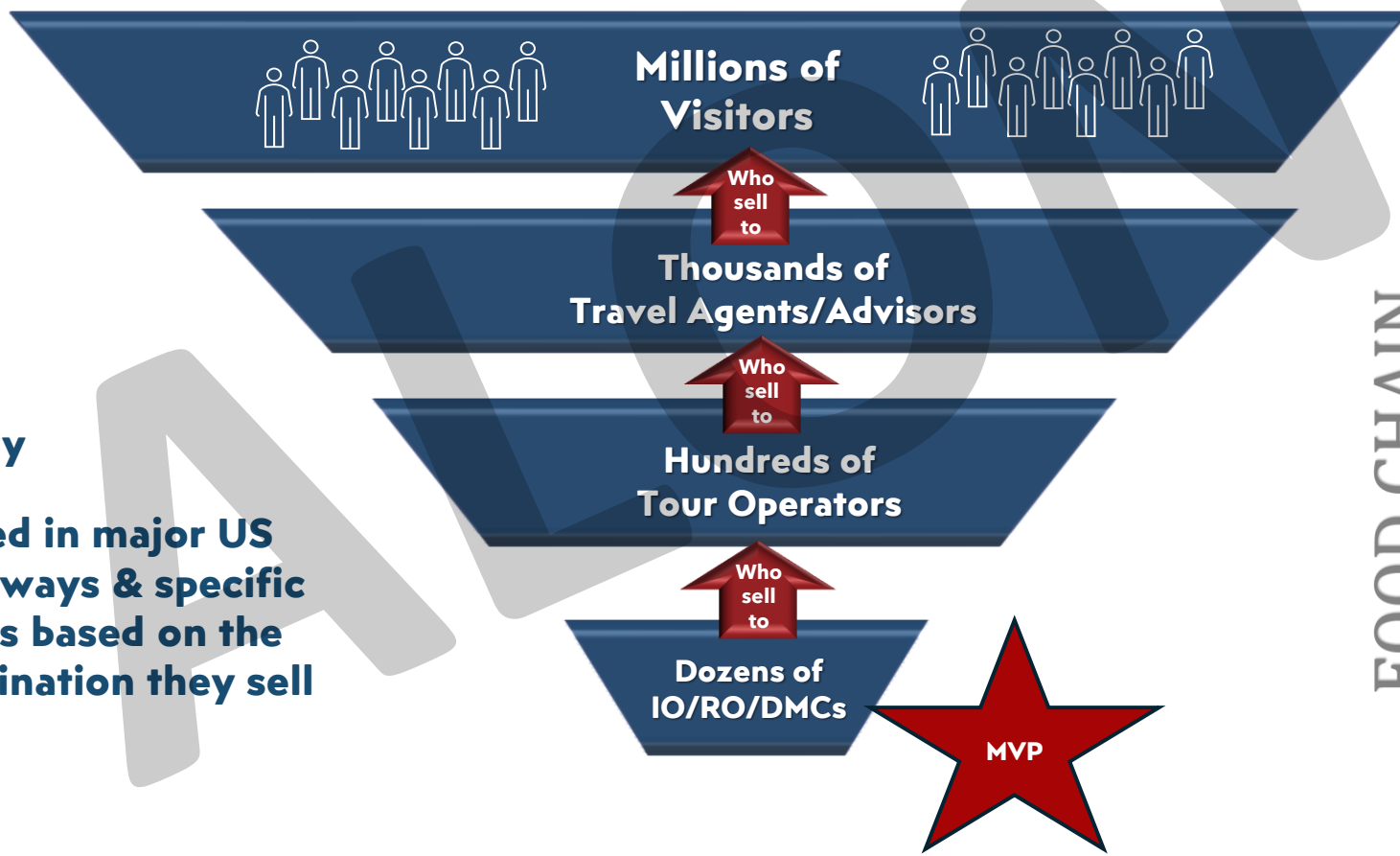
Review Slide

Review
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Understanding the International Travel Trade Ecosystem | Industry Overview



Your Enriched Reach & Visibility When Working with Inbound Operators & the Travel Trade



In all countries around the world

Throughout the country and globally

Based in major US gateways & specific areas based on the destination they sell

FOOD CHAIN EXPERTS

- GLOBAL MARKET KNOWLEDGE
- SIGNIFICANT ROLE
- CUSTOMER INTENTIONS
- MARKETING CAPABILITY



Ease of Working With Inbound/Receptive Operators

- ✓ Long-standing business relationships
- ✓ **Based here in the USA = Easy access through IITA**
 - ✓ **Market and sell destinations, products, and properties throughout the USA to international market**
- ✓ Work only B2B
- ✓ **Do all the ground-work negotiating and contracting every aspect of destination selling**
- ✓ No exchange rates
- ✓ Fewer and USD transactions
- ✓ Time zone alignment
- ✓ Ease of booking
- ✓ **Work closely with regional, state, and local tourism offices**



Looking Towards the Future and Preparing Fully How International Visitors Arrive and Move About the USA

**Review
Slide**



Making Tourism Products Discoverable to International Visitors

**Review
Slide**



TOUR HIGHLIGHTS

- + 4 complimentary breakfasts*
- + Enjoy an orientation tour of downtown Chicago including Lake Shore Drive, Navy Pier & the Magnificent Mile
- + See the famous carving of the 4 American Presidents' faces: Washington, Jefferson, Lincoln and Roosevelt at Mount Rushmore
- + Discover the world's first National Park: Yellowstone
- + Tour Salt Lake City including Temple Square, home to the Mormon Tabernacle
- + Explore Bryce Canyon National Park
- + Travel the historic Route 66, stopping at the iconic town of Seligman
- + Photo stop at the landmark "Welcome to Las Vegas" sign
- + Travel across the Mojave Desert and see its indigenous Joshua Trees
- + Orientation tour of Los Angeles including stops at some of its most famous spots
- + See Hollywood and its 'Sidewalk of the Stars'

CHICAGO TO L.A.

CHICAGO - ARIZONA
Day 1: Arrive in Chicago and check into your hotel where you will meet your Director in the evening.

CHICAGO - MONTANA
Day 2: Today we will visit the highlights of the Magnificent Mile (dinner not included), prairie and finish at Seligman.

CHICAGO - MISSOURI
Day 3: Travel through the heart of the Midwest and travel into the heart of the West along the Lewis & Clark trail to the Missouri River. Overnight in Chicago.

SIoux FALLS - SOUTH DAKOTA
Day 4: Travel through the heart of the West to the buffalo and antelope, peaks towering over 13,000 ft. (4,000 m).



10 NIGHTS | TOUR CITY

EXPERIENCE MORE (OPTIONALS)

- + Enjoy a river cruise in Chicago, seeing the works of famous American architects
- + Ride to the top of Willis Tower and enjoy the spectacular view (weather permitting)
- + Dinner and boot stompin' fun to country music at Pappy's

Visit the Snake River Outlook and try your eye at capturing the stunning landscape made famous by Ansel Adams' iconic shot. This prairie land is home to wild buffalo (Tatanka), moose and elk. Later, arrive in Utah, known for the Mormon Community, and take a short tour of its capital, Salt Lake City. The followers of Brigham Young built one of the best-planned cities in the world. Visit the State Capital building and visit the Mormon Tabernacle before the evening. May we suggest the top Restaurant for panoramic views (optional).

Y - BRYCE CANYON
 Today to spectacular Bryce Canyon, through a multi-colored world of hoodoos and pinnacles, "hoodoos", will be in the evening, weather permitting, be in the spectacular night sky filled with stars & brilliant constellations.

N - LAKE POWELL
ON - FLAGSTAFF
 Bryce Canyon this morning through the stunning Lake Powell, where you will see the tower against the red hills. Lake Powell is the second largest lake in America, and one in the West formed by the damming of the river. Then visit colossal Grand Canyon

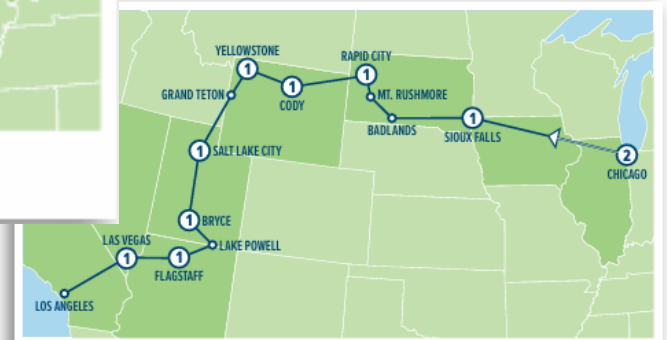
National Park to fully experience the wonders of the world. Plunging gorges, rising spires, extinct volcanoes and, below the rim, the winding Colorado River. Overnight in Flagstaff, a famed stop on Historic Route 66.

FLAGSTAFF - SELIGMAN/ROUTE 66 - LAS VEGAS

Day 10: This morning depart Flagstaff and travel on to Las Vegas, the dazzling "Entertainment Capital of the World". Along the way, pass through Seligman, a town built along the famed Route 66 that looks as if it were frozen in time sixty years ago. The remainder of the day is at leisure for you to explore the famous Las Vegas Strip.

LAS VEGAS - MOJAVE DESERT - BEVERLY HILLS - LOS ANGELES - DEPARTURE

Day 11: Travel to Los Angeles via the Mojave Desert, home of the world's tallest thermometer, at 134 feet (41 meters) high. Clusters of unique Joshua trees dot the mountainous landscape. Upon arrival in Los Angeles you will enjoy a tour through the City of Angels including star-studded Hollywood, Sunset Strip and parts of Beverly Hills, before reaching your hotel. Tour ends upon arrival at hotel by approximately 17:00 hours.



10 NIGHTS | TOUR CITY

American Ring Travel

Review Slide



TOUR T
 USA & CANADA



our
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Review Slide



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Steps to Success Live & Online Deep Dive Training



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 process. An advance session outlines the purpose and benefits of the program, helping participants understand how 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 actionable tactics. Each step is designed to build upon the last, equipping participants with the knowledge, effectively with the travel trade.

• Office Hours – Group Discussion Sessions

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

• Individualized Guidance Session – Tailored Support

Individual business support sessions designed to address individual needs, providing tailored recommendations 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 travel trade. This session includes practical insights into international tourism and the travel trade framework to engage in this tourism space.

• Tourism Sector-Specific Session

Schedule a tailored industry-specific session where emerging trends, evolving traveler behaviors, and innovative destinations and businesses can leverage when working with the travel trade. Whether you're looking for accessible sustainable tourism, student youth travel or F&B specific training you'll gain actionable insights, the 'how to' forward, and real-world examples to impact and 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. Targeted outreach and coordination of key travel trade inbound operators gives you the opportunity to showcase 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! Our 90-120-min program allows a DMO or organization to purchase registrations in bulk and distribute to stakeholders based on the industry stakeholders or veterans who need a refresher can learn when it's convenient for them with interactive videos, quizzes and real-world scenarios.

INBOUND INSIDER STEPS TO

OPTION 1: SUCCESS PLAN. THE FULL PROGRAM 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
- Individualized Guidance Session – Tailored Support
- Online Program with Volume Purchase (additional fee)

In any media without written permission is strictly prohibited.

New Online Experience

The new 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 – A Comprehensive Overview of How to Work with Inbound Operators – provides a foundational understanding of the international side of travel and tourism and working with the travel trade, specifically inbound operators.

Gain the knowledge to expand your international reach, collaborate with stakeholders, and ultimately position your organization as a premier partner for international inbound operators.

Additional courses (coming soon!) will focus on effectively building partnerships.

ENROLL TODAY to explore new partnerships to

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



IITA's Stamp of Approval

Earn its Stamp of Approval for a travel trade-ready organization. Only those who earn IITA's Stamp of Completion recognize the Inbound Insider Specialist.



IITASTepstoSuccess@inboundtravel.org | 859.955.9098



IITA, is the nonprofit trade association for international inbound travel to the USA. IITA members includes U.S. inbound operators, DMOs and travel suppliers from across the country.



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.

ACCESS TO PART 1 TRAINING



Scan to Access: Global Football Tournament International Readiness Training Part 1

ALON



Resources

Cultural Readiness



Hospitality Excellence Training

Inbound Insider Steps to Success



Tourism for All

International Readiness Training

Preparing Host Cities, Base Camp Destinations & Surrounding Communities for the 2026 Global Football Tournament

CORE PROGRAM (90-Minute Virtual Preparation)

<p>Strategic Importance of International Inbound Travel</p> <ul style="list-style-type: none"> • Market size & economic impact • Key players — the Who's Who in Inbound Travel • Why international visitors matter 	<p>Serving International Visitors Effectively</p> <ul style="list-style-type: none"> • Cultural expectations & sensitivities • Fan-based visitation dynamics • Destination-wide readiness 	<p>Legacy & Long-Term Growth</p> <ul style="list-style-type: none"> • Understanding the travel trade ecosystem • Role of inbound operators • Converting first-time visitors to repeat guests
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Wednesday, March 25: Register for **11 a.m.–12:30 p.m. EDT** or **3–4:30 p.m. EDT**

CUSTOMIZED DEEP DIVE PROGRAMS (In-Person or Virtual Immersive Trainings)

<p>Cultural Readiness <i>for Confirmed Team Markets</i></p> <ul style="list-style-type: none"> • Cultural norms & behaviors • Service & product expectations • Dietary & dining preferences • Market-specific revenue strategies 	<p>Inbound Insider – Steps to Success™</p> <ul style="list-style-type: none"> • Understanding the international travel trade • Distribution channel strategy • FIT vs. Group vs. MICE • Creating internationally sellable products
<p>Hospitality Excellence Training</p> <ul style="list-style-type: none"> • Frontline & management skills • Service excellence & guest expectations • De-escalation & service recovery • Building loyalty & review 	<p>Tourism for All</p> <ul style="list-style-type: none"> • Workplaces • Visitor Experience • Community Partnerships • Marketing & Promotion • Six-month virtual cohort option

BE PREPARED FOR THIS DEFINING GLOBAL SHOWCASE MOMENT

Deliver exceptional visitor experiences	Strengthen global perception & confidence	Convert first-time visitors into long-term ambassadors	Build sustainable inbound business
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Now Scheduling for Host Cities & Surrounding Communities
 Contact Julie Heizer, IITA Ambassador at julie.heizer@inboundtravel.org or 859.955.9098

This program is independently developed and is not affiliated with, sponsored by, or endorsed by FIFA or the FIFA World Cup.





Luisa Mendoza
CEO / Founder
Global Tourism Sports & Entertainment





International Inbound Travel Association



SPORTS TOURISM
ECONOMIC IMPACT
EXPLORE THE OPPORTUNITY

SPORTS TOURISM IS A GLOBAL TRAVEL ENGINE

Sports tourism is no longer a niche market, it's now a top-tier global travel driver

- Sports tourism represents ~10% of global tourism spending
- The global sports tourism market exceeded **\$560B** and is projected to reach **\$1.3T+** by 2032, driven primarily by international travel for mega-events, leagues, and championships.
- Spend **2 to 3 times more per trip** than domestic leisure travelers
- Stay **8 to 12 nights on average**
- Travel **multi-city and multi-region**
- Book **higher-tier hotels**
- Spend more on dining, shopping, attractions, and experiences

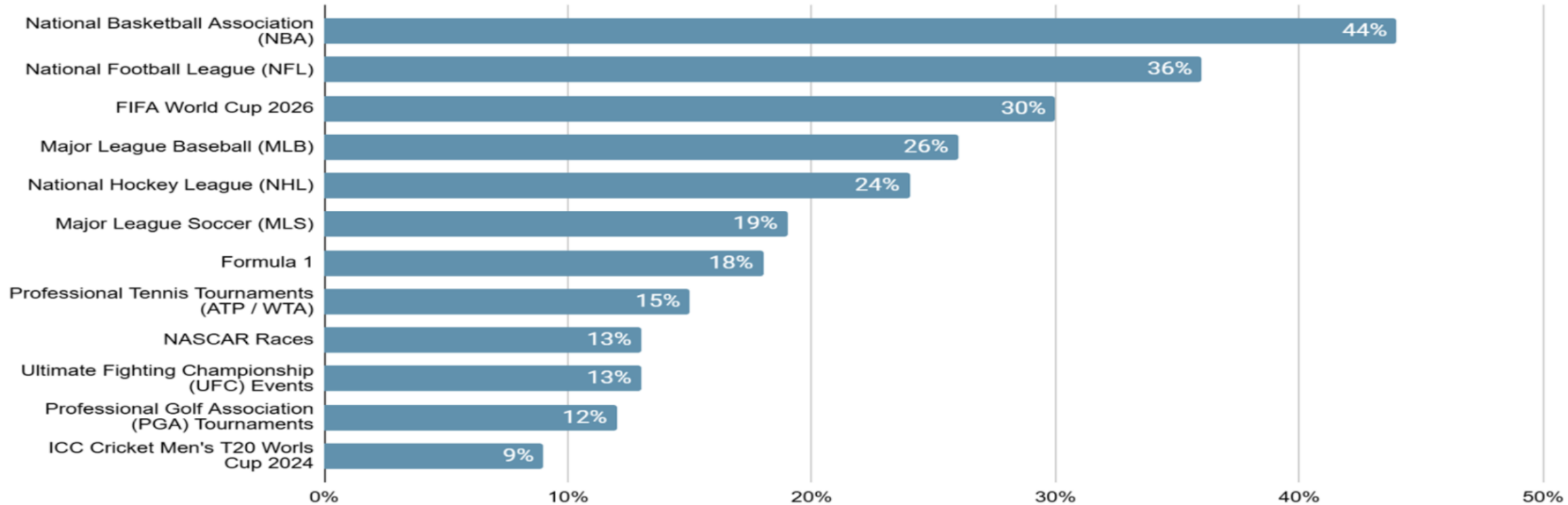
The event is the anchor. The destination becomes the experience.

SOURCE:

UN Tourism, formerly known as the World Tourism Organization (UNWTO)



TOP PROFESSIONAL SPORTING EVENTS OF INTEREST



Q: You mentioned that attending a professional sporting event in the USA is something you are interested in. Which of the following sports events do you plan to attend during your future overnight leisure trip to the USA?
Base: Respondents interested in attending a professional sporting event on a future visit to the USA, N=1,643

Source: Brand USA 2024 Market Intelligence Survey

[No Title]

THE DECADE OF SPORTS IN THE USA



- 2026 FIFA World Cup
- 2028 Summer Olympic Games
- 2031 Men's Rugby World Cup
- 2033 Women's Rugby World Cup
- 2034 Winter Olympic Games



SALT LAKE CITY
UTAH 2034
Olympic & Paralympic
Winter Games Host



MEGA-EVENT MULTIPLIER EFFECT



FIFA WORLD CUP 2026

- **6.5 million expected attendees** across host countries
- **United States projected impact**
 - **\$30.5 billion in gross output**
 - **\$17.2 billion contribution to GDP**
 - **~185,000 full-time equivalent jobs**

IMPORTANT INSIGHT:

- International fans attend multiple matches
- Travel multiple cities
- Extend trips before and after events

This is tourism acceleration, not just visitation



WHY DESTINATIONS INVEST IN INTERNATIONAL SPORTS TOURISM

Economic outcomes

International sports tourism delivers

- Higher average daily spend
- Longer length of stay
- Strong tax generation
- Job creation across hospitality, transport, retail, and services

Strategic outcomes

- Reduces seasonality
- Builds global destination awareness
- Converts first-time visitors into repeat travelers

Q&A



International Readiness Interest Survey

ALON



Thank you!



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Join the effort to shape the future of international tourism efforts– building connections, creating opportunities, and welcoming the world!

