



International Readiness Training



March 25th , 2026



Introduction



Lisa Simon
CEO / Executive Director
International Inbound Travel
Association



Today's Presenters



Lisa Simon
CEO / Executive Director
International Inbound Travel Association



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



Jennifer Ackerson
President / CEO
Alon Tourism Solutions



Gretchen Hall
Chief Operating Officer
Destinations International



David Huether
Deputy Director, Research
National Travel and Tourism Office



Connor De Vos
Sales & Education Executive
Alon Tourism Solutions



Overview of International Inbound Travel



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



This is FIFA World Cup 26™





Gretchen Hall
Chief Operating Officer
Destinations International



**Tourism
for All**



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Today's Session Overview



Introduction

Section I: The Strategic Importance of International Inbound Travel

Section II: Why 2026 Global Football Tournament is Different

Section III: Understanding the International Visitor

Section IV: Serving International Visitors Effectively

Section V: Destination Readiness & Discoverability

Section VI: The International Travel Trade

Section VII: The Decade of Sports — How To Stay Involved

Section VIII: Q&A & Wrap-Up



Why International Visitors Matter To Your Destination



David Huether

Deputy Director, Research
National Travel and Tourism Office





INTERNATIONAL
TRADE
ADMINISTRATION

State of International Travel To & From the United States

David Huether

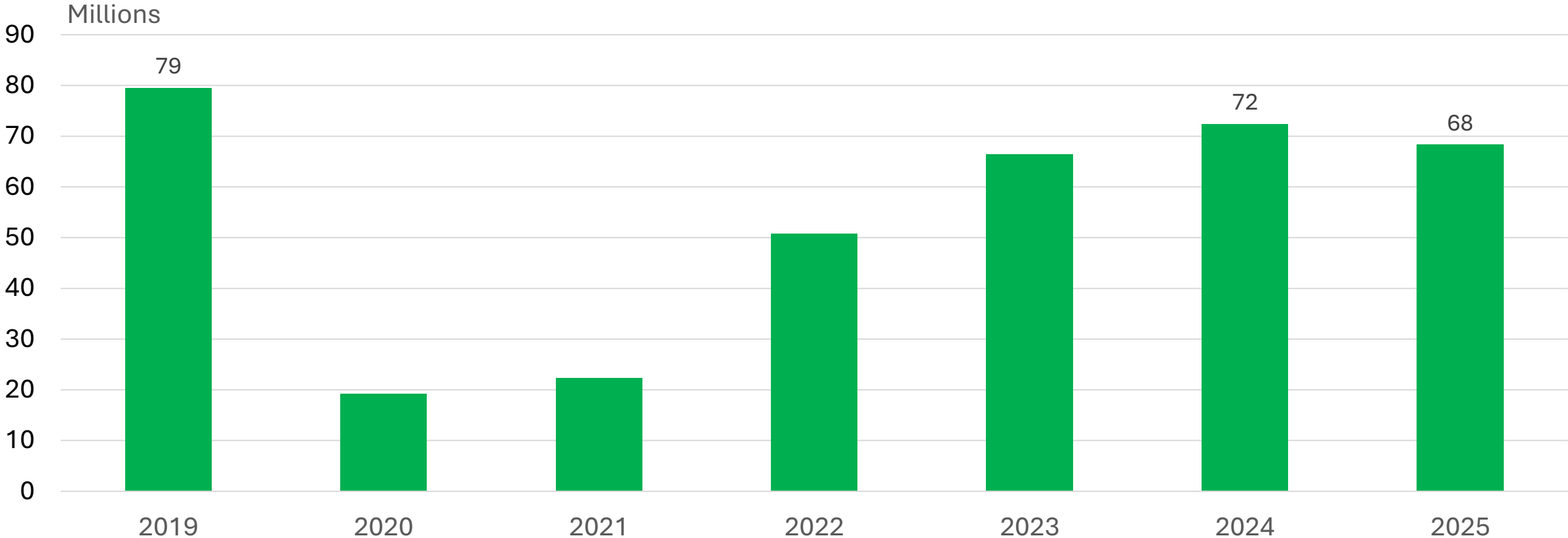
National Travel and Tourism Office

March 2026

U.S. Department of Commerce | International Trade Administration

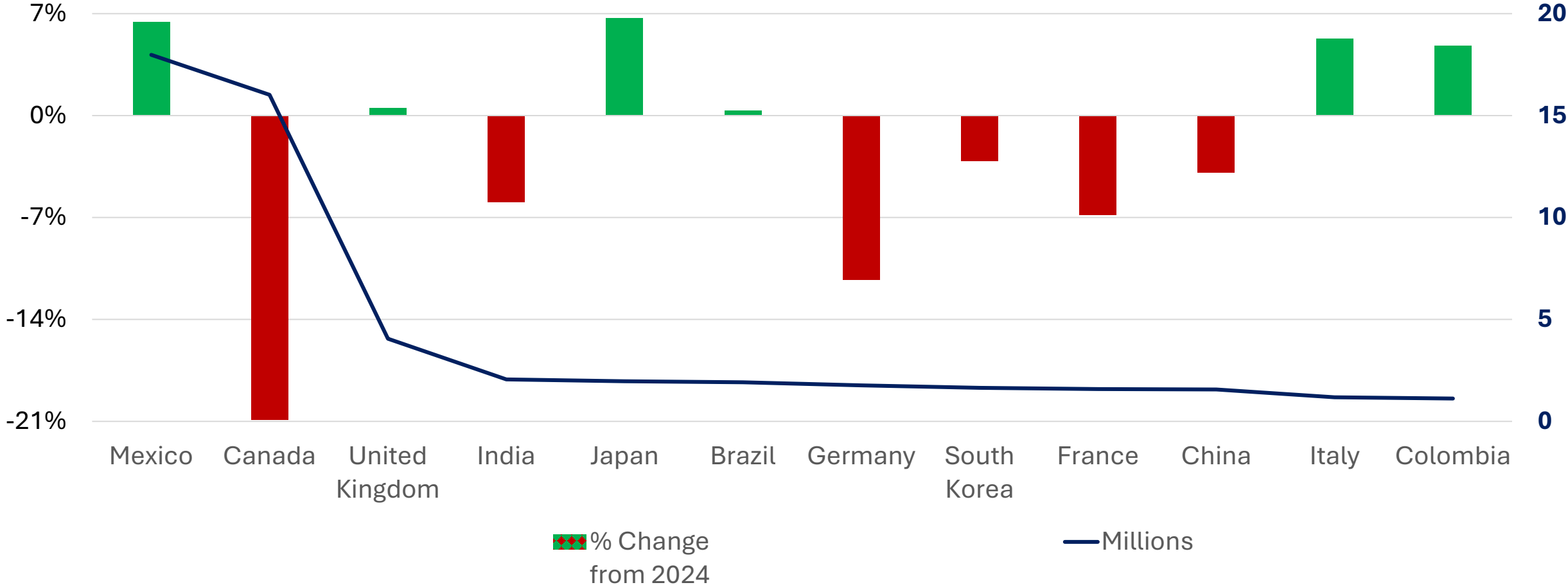
International Visitation to the United States

Total International Visitation To the United States



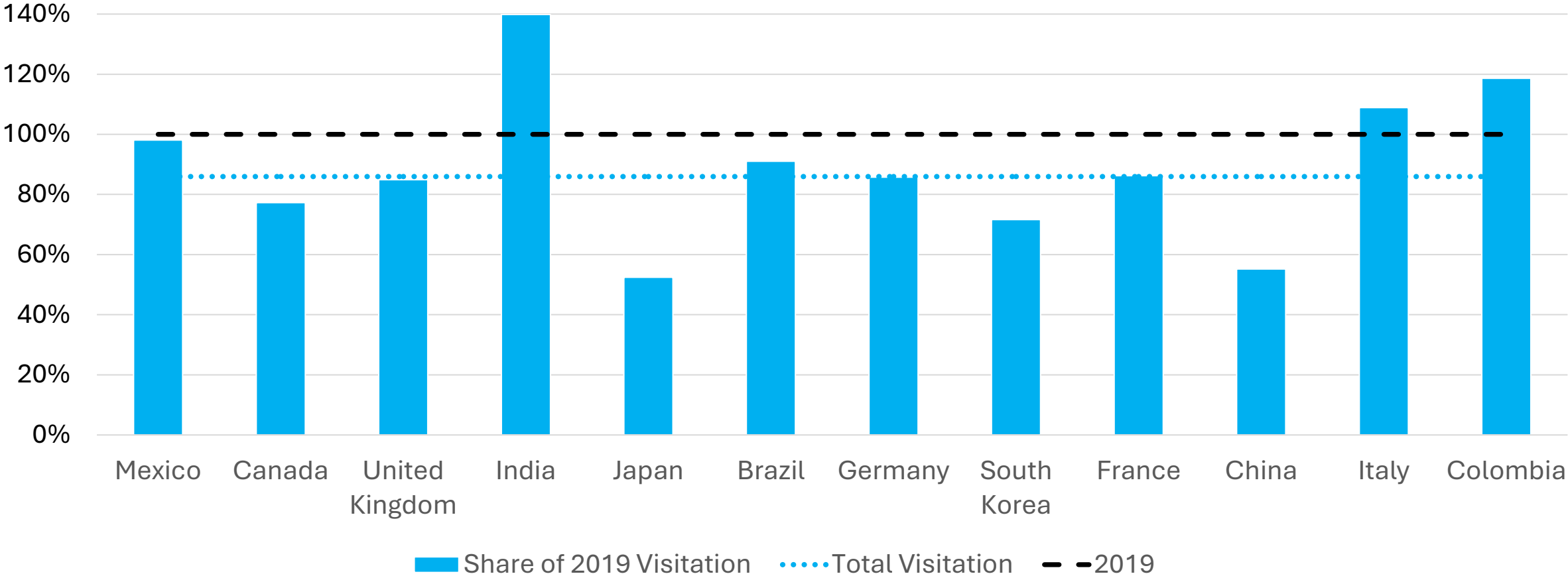
International Visitation to the United States

Top 12 Source Markets in 2025



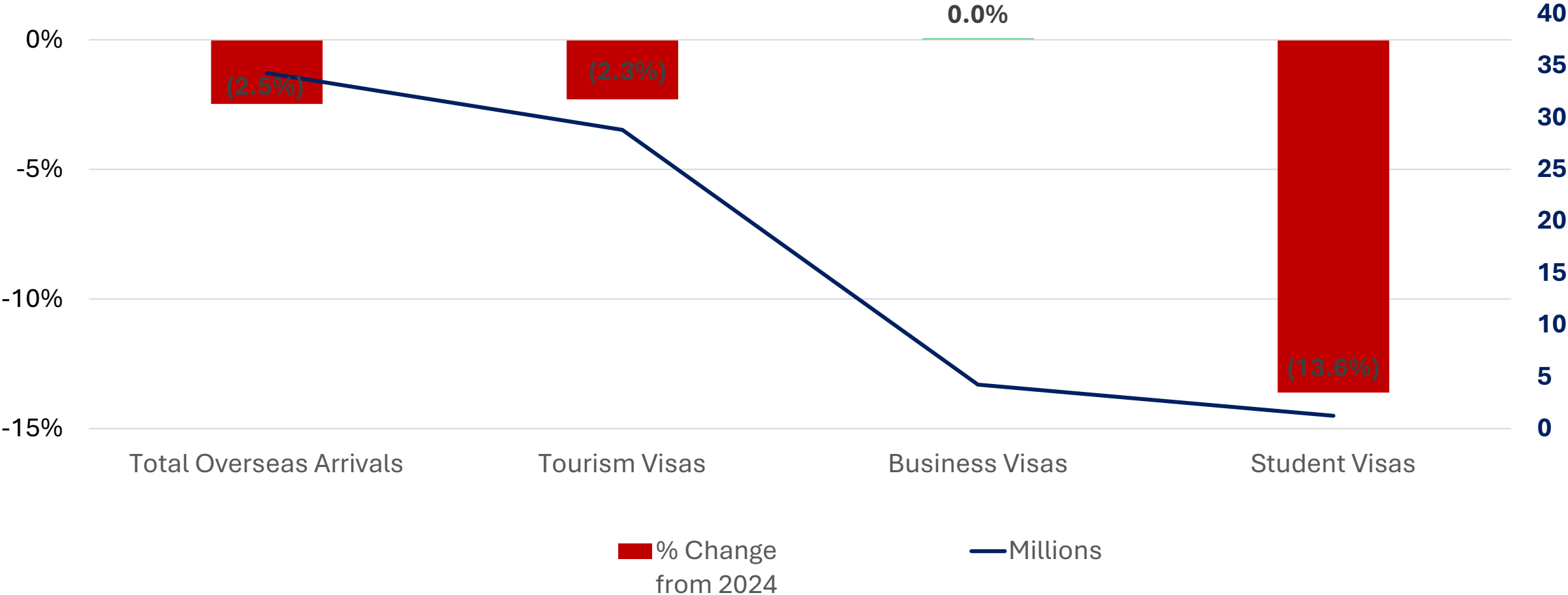
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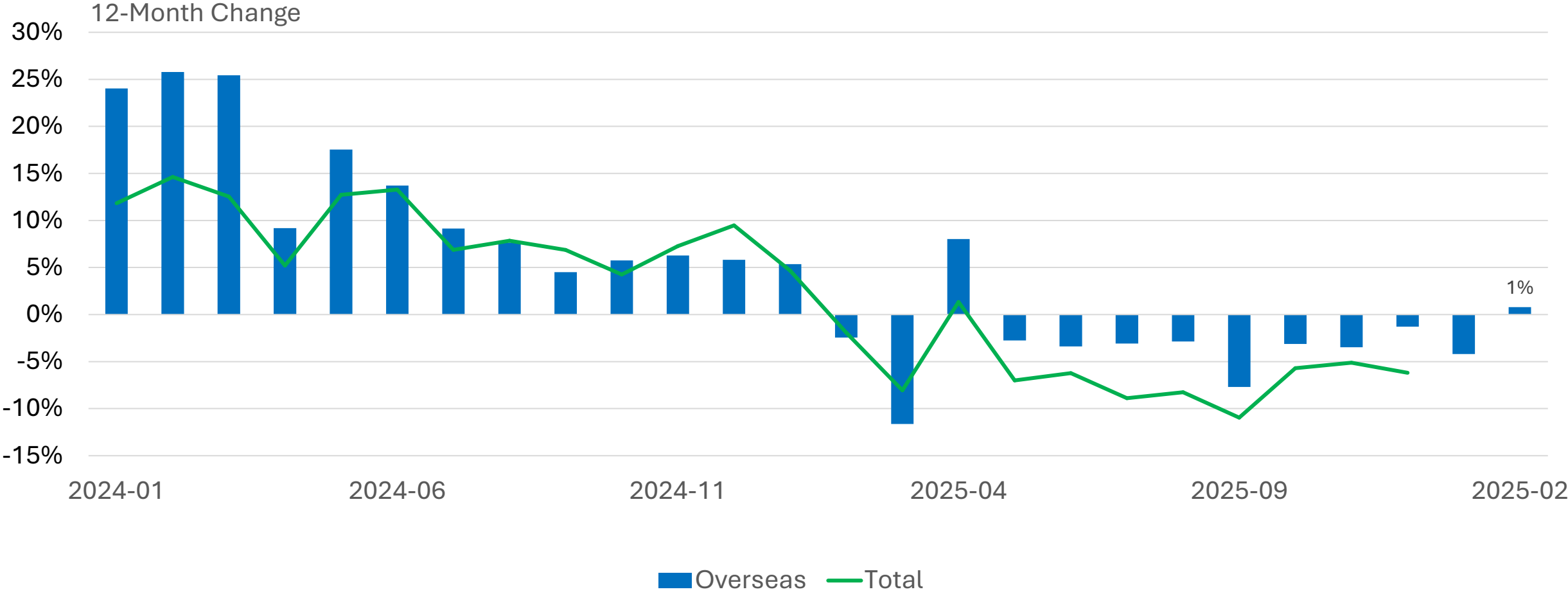
International Visitation to the United States

Overseas Visitation by Visa Type



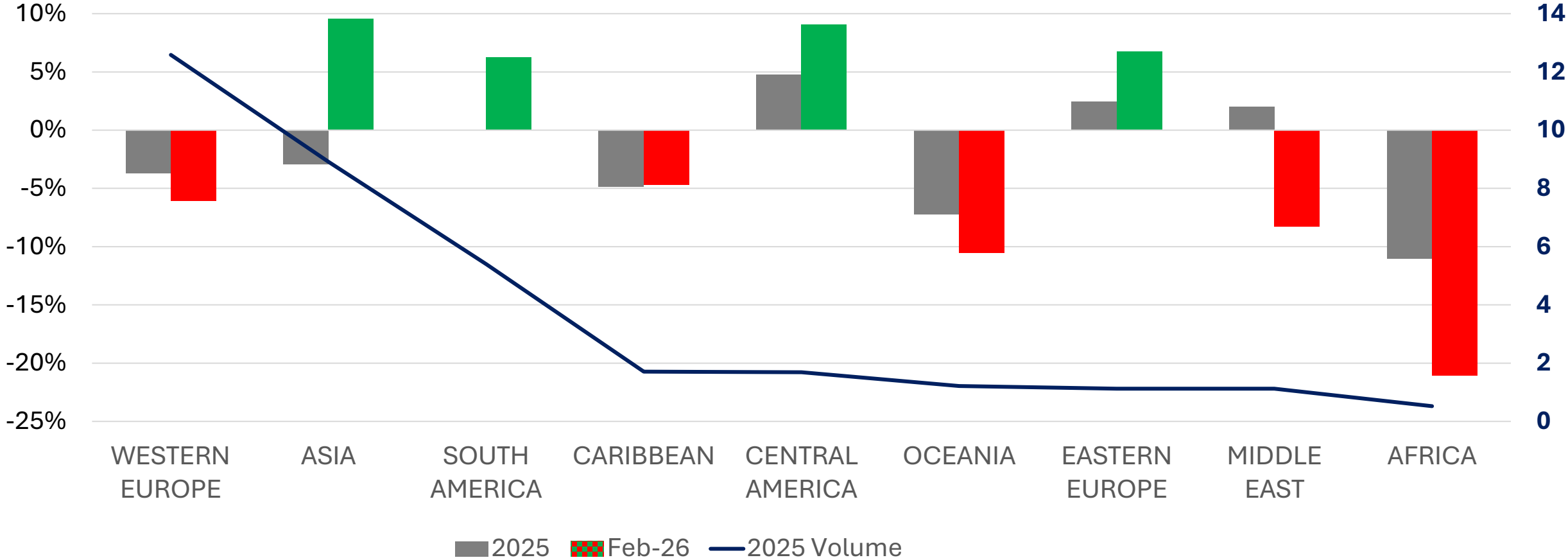
International Visitation to the United States

Total and Overseas International Visitation to the United States



International Visitation to the United States

February 2026 vs. 2025 Growth in Overseas Visitation to the United States



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
 - 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) →



INTERNATIONAL
TRADE
ADMINISTRATION

Industry
& Analysis

THANK YOU!

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.





Anticipated Economic Impact

The tournament will generate transformative economic value across North America.

\$40.9B

Regional GDP Impact

Projected economic contribution across North America per estimates.

\$5B+

Direct & Indirect Spending

Substantial influx of tourism dollars into local and regional economies.

\$2.6B

Host City Lodging Revenue

Projected revenue for Airbnb hosts across the 16 host cities.

June

Peak Arrivals

The month expected to see the highest influx of fans.

This tournament represents a seismic shift in event-based tourism, positioning North America as the global focal point for sports and culture, while catalyzing significant financial transformation through record-breaking economic activity.



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.



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

Understanding the International Visitor

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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.



Domestic Market Attributes



Domestic Visitors

- ✓ **Shorter** average stays.
- ✓ **Lower total trip spend** and generally more price-sensitive.
- ✓ Often drive-market travelers with **fewer air and hotel expenditures**.
- ✓ More comfortable navigating the U.S. independently; **less reliance on guided tours or paid experiences**.
- ✓ **Lower retail and luxury shopping** spend.
- ✓ **Higher last-minute booking behavior**, influenced by weather, deals, or flexible schedules.
- ✓ Trips are more easily **repeatable, with less urgency to maximize** experiences in a single visit.
- ✓ Typically travel in **smaller parties** such as couples or nuclear families.
- ✓ Have many destination options within the U.S., making **travel decisions more substitutable**.
- ✓ Economic impact circulates domestically and **does not count as an export**.



Who Is Actually Coming

ALON



The Passionate Fan

This dedicated fan is the heartbeat of the tournament, planning their entire journey around supporting their national team, often as part of a vibrant group.



Unwavering Loyalty

Driven by deep national pride and the desire for shared celebration, viewing the trip as a once-in-a-lifetime experience to support their team.



Group & Multi-City Travel

Typically male, aged 25-54, traveling with friends or family. They meticulously plan their itinerary to follow their team across various host cities.



Cultural Immersion

Their cultural and heritage identity is central to their travel motivation, leading them to engage deeply with both their team's journey and host city experiences.



The Experience Explorer

This persona is equally invested in the destination as the tournament itself, representing the highest-value visitor for broader destination impact.



Extended Cultural Immersion

With stays averaging 18 nights, these travelers dive deep into local music, cuisine, festivals, and authentic neighborhood experiences.



Regional Exploration

They utilize host cities as launch points for broader regional adventures, seeking out scenic landscapes and unique local transit experiences.



Digital Inspiration

Planning is heavily driven by social media trends and visual inspiration, making them significant influencers during their journey.



The Family & Group Traveler

Accounting for more than half of all early bookings, family groups and social circles represent a critical market segment. Their travel decisions are fundamentally shaped by the need for collective experiences, economic value, and a genuinely inclusive welcome.



Value-Conscious Accommodations

Prioritizing multi-bedroom spaces and kitchen facilities, this segment actively seeks cost-effective lodging options typically under \$500/night to sustain longer group stays.



Accessibility & Inclusion

A welcoming environment is non-negotiable. They prioritize destinations with robust language support, clear accessibility features, and inclusive public spaces.



Cultural Openness

Their destination choice is heavily influenced by how welcome they feel. Culturally open and friendly environments are primary drivers for their travel success and long-term loyalty.



The Millennials & Diaspora

Millennials represent 47% of engaged followers, while Hispanic and diaspora communities account for 44% of total engagement. This demographic acts as a highly influential and digitally connected segment that bridges cultural heritage with modern travel behaviors.



Cultural Identity & Heritage

Driven by a desire to reconnect with their roots, these travelers prioritize destinations that honor their heritage and foster deep community ties.



Digital Influence & Connection

As highly connected digital natives, they actively shape destination perception and travel trends through real-time sharing and social advocacy.



Community-Based Experiences

They seek travel beyond the event itself, valuing immersive cultural celebrations and community gatherings that offer authentic local belonging.

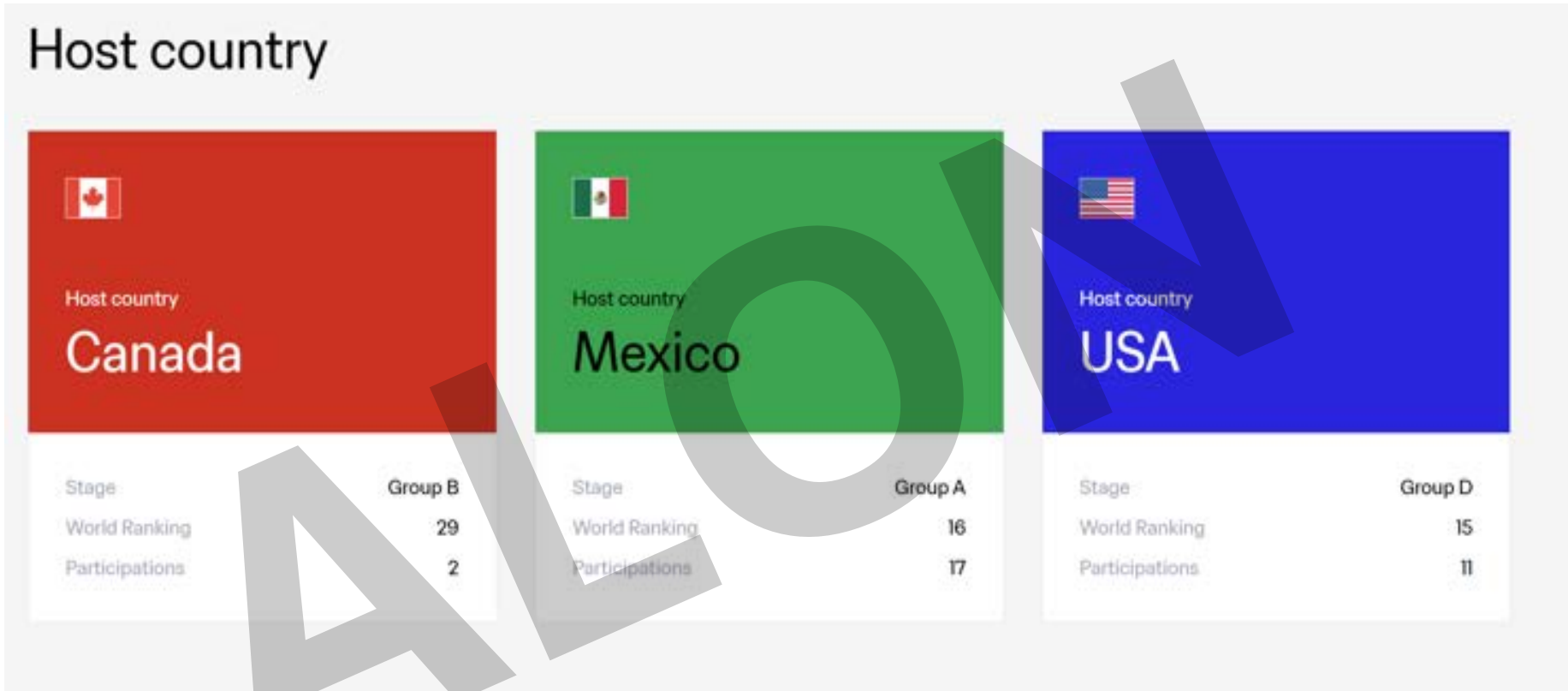


Participating Nations

ALON



Host Countries



Top countries already driving travel searches & bookings. Travelers from the United States, United Kingdom and Canada are currently driving the highest search demand for Tournament travel stays



2026 Global Football Tournament Participating Countries



UEFA (Europe – large allocation)

England – One of the largest outbound sports tourism markets in the world

Germany – High international trip frequency (avg. 2–3 trips per person annually)

France – Strong event-driven travel demand and high spending power

Spain – Major football culture + high youth fan engagement

Netherlands – High passport ownership and global travel propensity

Italy – Large diaspora travel patterns tied to sporting events

Portugal – Strong long-haul football fan travel culture

Poland – Rapid outbound travel growth over past decade

Croatia / Serbia / Switzerland / Denmark (typical qualifiers) – High regional mobility within Europe

CONMEBOL (South America)

Brazil – World’s most engaged football fan population (~70% identify as fans)

Argentina – High long-haul event travel propensity; strong group travel culture

Colombia – Growing middle class driving outbound tourism growth

Uruguay – High per-capita sports event travel participation

Chile – Strong regional travel connectivity and fan mobility

Ecuador / Peru (likely qualifiers) – Increasing international travel participation post-pandemic



2026 Global Football Tournament Participating Countries



AFC (Asia)

Japan — High per-trip international travel spending

South Korea — Strong organized group travel behavior

Australia — Long-haul travel normalization; high sports event attendance rates

Saudi Arabia — Rapid tourism spending growth and major football investment

Iran / UAE / Qatar (typical qualifiers) — Young population and strong football engagement

CAF (Africa)

Morocco — Global fan travel surge after strong recent tournament performance

Nigeria — Africa's largest population; massive football following

Senegal — Growing international travel participation

Ghana — Strong diaspora-driven sports travel

Egypt / Algeria / Tunisia (typical qualifiers) — Large urban fan bases

CONCACAF additional qualifiers

Costa Rica — Established outbound leisure + sports travel

Panama — Increasing middle-class travel demand

Jamaica — Strong diaspora travel flows tied to major events



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

Regional Expectations of 2026 Global Football Tournament Visitors



South America: High-Impact Fan Travel Region



Brazil

- ✓ One of the largest global football fan travel markets, with Brazilian supporters historically among the most mobile at global tournaments.
- ✓ Expected to generate above-average hotel demand impact during Tournament travel cycles.
- ✓ Major driver of outbound demand growth across South America heading into 2026.



Argentina

- ✓ Rapid outbound travel recovery, with overnight outbound tourism up over 40% year-over-year.
- ✓ Historic Football Tournaments show Argentine fans can drive a dominant share of incremental visitor flows when the national team advances.
- ✓ Strong regional travel patterns and diaspora-driven visitation expected during 2026.



Regional South America Travel Behavior

- ✓ South American travelers are projected to stay longer during Global Tournament trips, averaging about 16 nights.
- ✓ Key outbound source markets likely to shape demand include Brazil, Argentina, Chile, Colombia, and Peru.
- ✓ Long-stay patterns increase per-trip spending and multi-destination travel within host countries.



Europe: Core Long-Haul FIFA Travel Engine



United Kingdom

- ✓ One of the largest outbound sports travel markets globally, with UK supporters consistently among top international ticket purchasers at Football Tournaments.
- ✓ Strong long-haul travel culture, with 70+ million outbound trips annually supporting high Tournament participation.
- ✓ High-spend leisure travelers are expected to drive premium lodging, event experiences, and multi-city itineraries.



Germany

- ✓ Major football travel market with historically strong fan mobility and organized supporter travel networks.
- ✓ Germany consistently ranks among the top global outbound tourism spenders, reflecting strong capacity for long-haul mega-event travel.
- ✓ German visitors typically book early and follow structured itineraries, helping stabilize host demand.



Spain

- ✓ Large international leisure travel participation and a strong football culture drive high tournament engagement.
- ✓ Spanish outbound travel has shown sustained recovery and growth, supporting incremental visitor flows to global sporting events.
- ✓ Younger fans and group travel patterns are expected to boost urban nightlife, attractions, and experience demand.



Regional European Travel Behavior

- ✓ European football travelers tend to book earlier and stay longer than domestic visitors, improving destination revenue predictability.
- ✓ Multi-country trip patterns are common, with many visitors combining Tournament attendance and broader North American travel.
- ✓ Long-haul visitors generate higher per-trip spending through airfare, longer stays, and experiential travel priorities.



Asian Visitor Preferences



China

- ✓ Strong preference for structured itineraries, guided tours, and group travel formats.
- ✓ Digital communication norms often rely on mobile platforms and translation support.
- ✓ Cultural emphasis on politeness, and efficient service delivery.



Japan

- ✓ High expectations for organization, cleanliness, punctuality, and clear signage.
- ✓ Communication tends to be indirect and respectful, with attentive service highly valued.
- ✓ Visitors appreciate detailed information, quiet environments, and seamless logistics.



South Korea

- ✓ Tech-savvy travelers expect connectivity, fast service, and modern experiences.
- ✓ Cultural importance is placed on courtesy, responsiveness, and social awareness.
- ✓ Strong interest in shopping, pop culture experiences, and urban attractions.

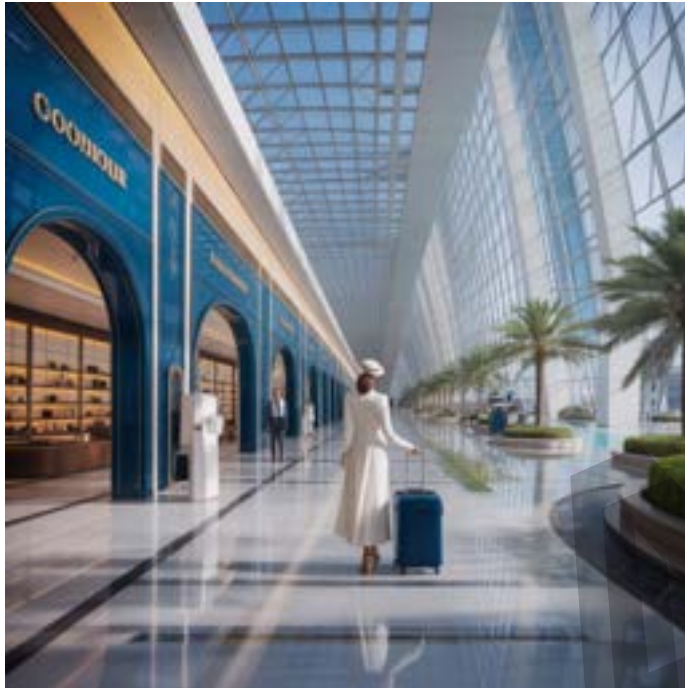


India

- ✓ Travel patterns often include family groups and multi-generational travel.
- ✓ Communication works best with clear verbal explanation and flexibility in service delivery.
- ✓ Growing outbound segment seeking value, customization, and culturally sensitive hospitality.



Middle East Visitor Preferences



UAE

- ✓ High expectations for premium service, efficiency, and personalized assistance.
- ✓ Multilingual staff and seamless hospitality strengthen the experience.
- ✓ *Luxury retail and iconic experiences are key motivators.*



Saudi Arabia

- ✓ Rapidly growing outbound travel market, especially among family groups.
- ✓ *Family privacy and culturally respectful service are especially important.*
- ✓ Welcoming environments strongly influence destination choice.



Qatar

- ✓ Experienced long-haul travelers familiar with mega-events.
- ✓ *Structured planning and seamless logistics are highly valued.*
- ✓ High-spend visitors show strong demand for shopping and premium experiences.



Africa Visitor Preferences



South Africa

- ✓ Long-haul leisure travelers often seek premium experiences.
- ✓ Nature, culture, and major urban attractions are key interests.
- ✓ *Safety awareness and clear destination information matter.*



Nigeria

- ✓ *Growing outbound market with strong diaspora travel.*
- ✓ Family and group travel are especially common.
- ✓ Shopping and entertainment strongly drive engagement.



Kenya

- ✓ *Emerging international travel segment.*
- ✓ Guided planning and trusted service providers are preferred.
- ✓ Cultural and experiential travel motivations are rising.



Cultural Patterns



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



Cultural Patterns



Cultural Pattern	Visitor Groups	Hospitality Expectations & Service Approach
Value consciousness paired with high expectation of fairness and transparency	UK, Germany, Canada, Australia	Clear pricing, straightforward policies, reliability, and consistent service standards
Strong emphasis on hospitality gestures and symbolic respect	Middle East, parts of Africa	Courteous greetings, acknowledgment of status or age, attentive hosting behaviors, and visible service attentiveness
Curiosity-driven experiential travel and desire for authenticity	Global urban travelers, younger fan segments	Storytelling, local immersion opportunities, knowledgeable staff, and culturally meaningful recommendations
High comfort with group tours and structured itineraries	Asia, parts of Europe, South America	Efficient group handling, clear timing coordination, signage for group movement, and pre-planned service readiness
Emotional engagement with major events and shared fan identity	Global football fan culture	Energetic atmosphere, crowd-flow readiness, celebratory environments, and fast yet friendly service delivery



Visitor Preferences / Etiquette Focus



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



Visitor Preferences / Etiquette Focus



Visitor Preference	Visitor Groups	Practical Service & Communication Approach
Flavor Exploration & Customization Comfort	South Asia · Southeast Asia · Caribbean	Be open to dietary questions, spice preferences, customization requests, and culturally diverse menu explanations
Quality & Freshness Expectations	Japan · Korea · Mediterranean Europe · Coastal Latin America	Emphasize product sourcing stories, presentation standards, cleanliness signals, and knowledgeable staff communication
Plant-Forward & Dietary Transparency	India · parts of Africa · global urban travelers	Clearly label ingredients, highlight vegetarian/vegan availability, and communicate preparation methods confidently
Late-Night Social Energy & Convenience	Global football fan culture	Provide extended hours, fast service clarity, visible wayfinding, and simple transaction processes for high-volume periods
Celebration & Treat-Oriented Experiences	All regions	Expect photo-worthy moments, friendly service tone, souvenir-style offerings, and opportunities for shared enjoyment

Cultural Deep Dive Training



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





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.

The Big Shift

From Traditional Service



Reactive

Responding only when issues arise.



Transactional

Focusing on one-time exchanges.



Basic Satisfaction

Meeting minimum expectations.



To Modern Service



Proactive

Anticipating needs before they're voiced.



Personalized

Tailoring experiences to individuals.



Memorable

Creating lasting positive impressions.

First Impressions Count



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. Make 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.

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



Designing Inclusive Food Stations and Hospitality Touchpoints



FOOD CATEGORY	VISITOR GROUPS	RECOMMENDED OFFERING
Halal Options	Middle East, North Africa, Sub-Saharan Africa	Certified halal meats, pork-free menus, grilled chicken, rice dishes
Rice / Light Meals	East Asia, Southeast Asia	Noodles, fried rice, broth soups, steamed dishes
Grilled Meats	South America, Southern Africa	Beef skewers, BBQ chicken, sausages, simple seasoning
Street Food / Handheld	Latin America, Europe, Africa	Empanadas, wraps, tacos, kebabs, snackable items
Bakery / Coffee Culture	Europe, Australia, parts of Latin America	Breads, pastries, espresso, sandwiches
Vegetarian / Plant-Forward	India, parts of Africa, global urban travelers	Lentils, vegetable stews, chickpea dishes, grain bowls
Late-Night Comfort Foods	Global football fan culture	Pizza, burgers, fries, kebabs, quick-service options



What Hotels Can Do



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 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: cdc@alontravel.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 great time learning and growing from the experience."
 -Alison for Destination 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 | 631-756-1152 Corina DeVea, Education & Sales Coordinator | alons@alontourism.com Hayley Corlitz, Director of Operations | corlitz@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



Social Media Handles



Resources To Share

Westchester NY FIFA Welcoming One-Pager Example



Olá! Hello! Bonjour! ¡Hola! Hello!

Just 30 miles/48.2 kilometers from MetLife Stadium in New Jersey, Westchester County welcomes FIFA visitors to a destination that blends accessibility with a strong sense of place. Framed by the Hudson River and Long Island Sound, Westchester offers scenic surroundings, cultural attractions, and inviting towns—paired with quality accommodations and dining. It's an easy place to stay, explore, and unwind, all while remaining close to the action and match venues across the NY/NJ region.

With seamless access to match venues across New York and New Jersey, Westchester is an ideal base for overnight stays, recovery days, and curated off-field experiences.

WHY WESTCHESTER

- Quick, seamless access to NYC & NJ match venues via rail, highway and air.
- Step away from the crowds with more space and less congestion than city-center hotels.
- River towns, historic landmarks, and outdoor settings just minutes from Manhattan.
- Travel-trade ready accommodations ideal for FIT, Group, and DMC travelers.

GETTING TO WESTCHESTER

BY AIR: Westchester County Airport (HPN) is located five miles (8 km) east of the City of White Plains and approximately 30 miles (48 km) north of Manhattan. Visitors can easily get to Westchester via the New York area's major airports – LaGuardia, JFK and Newark.

GETTING TO THE GAMES

Arrive at the stadium quickly—and return to comfort just as fast.

BY TRAIN: Travel to NYC via Metro-North Railroad to Grand Central. From Grand Central, walk or take the 7, 5, 2 or 3 trains to Penn Station. In Penn Station, follow signs for NJ Transit Concourse. From the NJ Transit Concourse, take any train to Secaucus Junction. Change at Secaucus Junction to a direct shuttle train to Meadowlands Rail Station. For more information about getting to the games via train, please visit the [MTC Website](#).

BY CAR:

Driving is the fastest way to get to MetLife Stadium, taking approximately 52 minutes. For seamless ground connectivity to MetLife Stadium from Westchester County contact [Leads Point to Point](#) for stress-free travel with simple logistics from start to finish.

Contact: Ed Stoppelman | +1 914-447-1934 | estoppelman@lerotg.com



RECOMMENDED ONE-OF-A-KIND EXPERIENCES

Turn your World Cup trip into a full destination experience.

Culture and History

- **Historic Hudson Valley**
 Contact: Louise O'Rourke | +1 917-319-8510 | LOrourke@hudsonvalley.org
 - World-class historic sites including Philipsburg Manor, Washington Irving's Sunnyside, and Van Cortlandt Manor.
- **Lythhurst Mansion**
 Contact: Amy Boelch | +1 914-303-6840 | aboelch@savingplaces.org
 - A Gothic Revival estate overlooking the Hudson River, offering guided mansion and grounds tours.
- **Hudson River Museum and Glenview Historic Home**
 Contact: Samantha Homer | +1 914-963-4550 x216 | shoover@hrm.org
 - A National Register historic home feature in NYO's The Gilded Age, located at the Hudson River Museum.



Unique and Memorable

- **Farmers Farm Alpaca**
 Contact: Linda Blumberg | +1 914-963-2150 | linda@farmersfarmalpacas.com
 - A relaxing Hudson Valley farm experience with alpacas, scenic views, and artisan goods.
- **Clay Art Center**
 Contact: Regina Farrel-Fagan | +1 914-937-2047 x6 | regina@clayartcenter.org
 - A nationally recognized ceramics center featuring exhibitions, workshops, and studios.
- **Wings Air Helicopters**
 Contact: Christine Wickrath | +1 914-361-4674 | christine@wingsairhelicopters.com
 - Scenic flights and private transfers for VIPs, sponsors, and executives.
- **Westchester Soccer Club**
 Contact: Bryan Viggiano | +1 914-249-9072 | bryan@westchesterac.com
 - Enjoy exclusive fan experiences, customized hospitality spaces, and dining packages at USL League One Westchester Soccer Club Games.



FIFA-READY OVERNIGHT ACCOMMODATIONS

Keep your clients close to the action—without the crowds or inflated prices.

FIT & Group Hotels

- **Hotel MTC**
 Contact: Kate Wagner | +914-242-2819 | KWagner@hotelmtc.com
- **Sonesta White Plains Downtown**
 Contact: Tonya Inman | +1 914-914-1835 | tonya.inman@sonesta.com

Delegations & MICE

- **Louis V. Gerstner Jr. Center for Learning**
 Contact: Tom Spanos | +1 914-499-2348 | tspanos@us.ibm.com

CONTACT

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www.VisitWestchester.com
 Westchester County Tourism & Film

Understanding the International Travel Trade Ecosystem | Industry Overview



Who The Travel Trade Are



‘Travel trade’ refers to B2B partner companies that sell or package travel from international tourism markets.

Here are some other terms to refer to 3rd parties!

UNIQUE BUYER TYPES

EVENT PLANNERS / CORPORATE MEETING PLANNERS MEETINGS / INCENTIVES / CONGRESSES / EXHIBITIONS
TRAVEL AGENT (TA) DESTINATION MANAGEMENT COMPANIES (DMC) **BUYERS**
WHOLESALE (WS)
BEDBANKS TOUR OPERATORS (TO) ONLINE TRAVEL AGENT (OTA)
INBOUND OPERATORS (IO)
RECEPTIVE OPERATORS (RO) **RESELLERS**
M.I.C.E.



Travel Trade Distribution Channel



Legend

Consumers

Travel Trade

Suppliers

IITA association of MVP inbound operators

Domestic/International Consumer Visitors

Who sell to

Travel Agents/Advisors (TA)

Who sell to

Domestic/International Tour Operators (DTO/ITO)
Meeting Incentive Congresses Exhibitions (MICE)

Who sell to

Inbound/Receptive Operators (IO/RO)
Destination Management Companies (DMC)

MVP

Who Provide Product To

BIDs/
DMOs/Parks
& Recreation

Tours/
Attractions/
Sports

Arts/Cultural
Institutions

Accommodations

Dining

Retail/
Services

Transport

Events/Festivals

Native
Nations

Variations

Bedbanks

Unique Buyer
Types

Online Travel
Agencies
(OTAs)

Wholesalers

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**



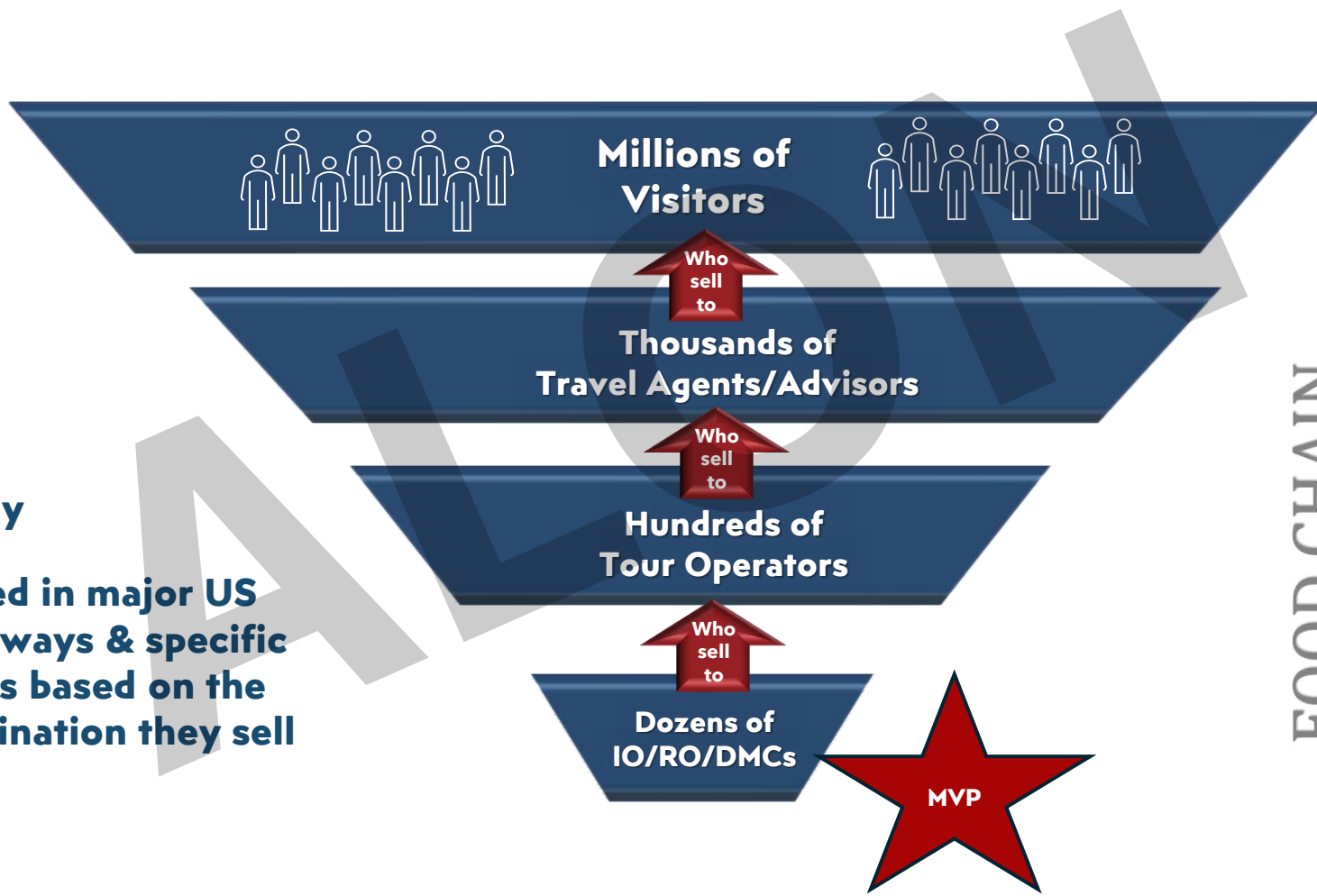
Value of Inbound Operators



- ✓ **Predictability & control**
- ✓ **Visibility & reach**
 - ✓ (asset in messaging)
- ✓ **Relational vs. transactional**
- ✓ **Existing worldwide network**
- ✓ **Cost for promotion & advertising**
- ✓ **Confidence & reliability**



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
GLOBAL MARKET KNOWLEDGE
SIGNIFICANT ROLE
CUSTOMER INTENTIONS
MARKETING CAPABILITY
EXPERTS



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



How International and B2B Visitors Arrive



FIT, Group, MICE

FIT (Foreign Independent Travelers)

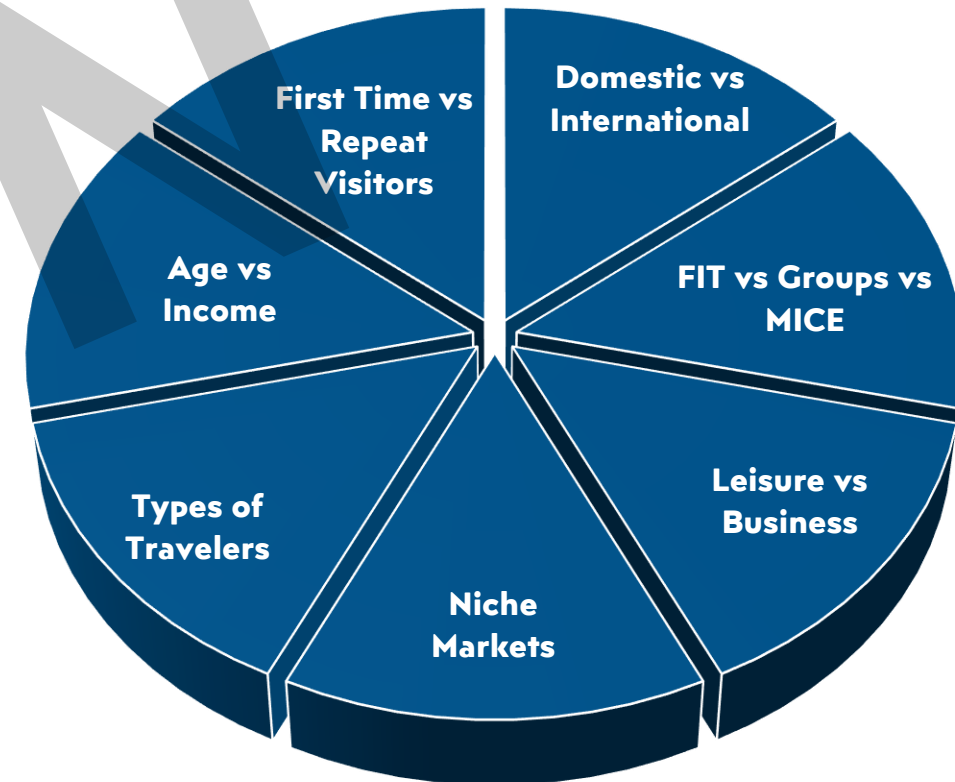
- ✓ Individuals, families, couples, less than 10 pax
- ✓ Arrive on their own or public transportation (Fly & Self-drives)
- ✓ Arrive pre-paid to the trade for their travel expenditures

Group Visitors (Typically 10 or more)

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

MICE (Meetings, Incentives, Conferences/Congresses, Exhibitions)

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



How Visitors Arrive Affects Everything

- ✓ The **products and services** you create
 - ✓ Who you work together with as **partners** and resources
- ✓ How you track your business and when to expect **results**
- ✓ How you **operate and receive these new visitors**
- ✓ How and where you **sell**
 - ✓ i.e. the **associations** you belong to & **marketplaces** you attend
- ✓ The **technology and connectivity** you use





Making Tourism Products Discoverable to International Visitors

ALON



Creating Bookable (Sellable) Product



- ✓ **Room nights, meals, and packaged destination experiences/services** that are **tangible** and **bookable** for the 3rd party travel company to sell **in advance**
- ✓ **Operationally matched** to sell (how it's purchased and how you work together)
 - ✓ **Decide for FIT, GROUP, and/or MICE**

**May be existing
and/or new ideas**

Products, services, and experiences = room nights, meals, tours, attractions, event & meeting space, transportation, casino/entertainment, and services



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 towns 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 to your hotel while the Director in the evening.

CHICAGO
Day 2: Today is city's highlights Magnificent Mile stunning high ri world's tallest bu not included), pr cultural and final at leisure.

CHICAGO - MONTANA
Day 3: Travel abundant in cor farms. Then we and travel into t Lewis & Clark did Missouri River. On

SIoux FALLS - RAPID CITY
Day 4: Travel in South Dakota at Park, once home to the bison and antelope, peaks towering over 13,000 ft. (4,000 m)



10 NIGHTS | 1 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 best drinks? Yes to country music!

Visit the Snake River Outlook and try your eye at capturing the stunning landscape made famous by Ansel Adams's iconic shot. This prairie land is home to wild buffalos (bison), 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 Capitol building and visit the Tabernacle before it for the evening. May we suggest Top Restaurant for panoramic views (optional).

Y - BRYCE CANYON

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

N - LAKE POWELL

Bryce Canyon this morning stunning Lake Powell, where the water laps against towering red cliffs. Lake Powell is the second-largest lake in America, and one is formed by the damming of the Glen Canyon. You will visit the famous Grand Canyon

National Park, one of the seven great natural wonders of the world. Stop at the East Rim to fully experience this mile-deep canyon's 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 | 1 TOUR CITY

American Ring Travel



TOUR 1
USA & CANADA



our
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nd MICE
Canada,
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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 program. 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, skills, and confidence to effectively work with the travel trade.
- Office Hours – Group Discussion Sessions**
 Two virtual group sessions to share feedback, discuss challenges, learn from others' real-world experience and collaborative 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 rate review, and nuanced business advice.
- 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 market engagement in the tourism space.
- Tourism Sector-Specific Session**
 Schedule a tailored industry-specific session where emerging trends, evolving traveler behaviors, and trends destinations and businesses can leverage when working with the travel trade. Whether you're looking for eco 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 share 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 reap when it's convenient for them with interactive videos, quizzes and real-world scenarios.



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)

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 effectively work 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 travel trade, specifically inbound operators.

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

ENROLL TODAY



IITA's Stamp of Approval is a travel trade-recognized and readiness who earn IITA's Stamp of completion recognized Inbound Insider Specialist.



IITAStepsToSuccess@inboundtravel.org | 888.955.3088



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



Now Tourism Solutions is the country's leading training and inbound marketing consultancy firm and has successfully helped tourism suppliers and destinations with 100+ inbound tourism strategies for more than 20 years.

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

What's Next?

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 for Confirmed Team Markets</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"> - Workplace - 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 Turner, IITA Ambassador at julie.turner@inboundtravel.org or 855.955.9958

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



Q&A



**INTERNATIONAL
READINESS TRAINING
INTEREST SURVEY**



Thank you!



International Inbound Travel Association

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ghall@destinationsinternational.org

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

