

# Are You “International Ready?”

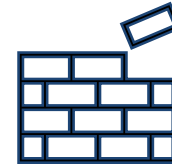
## Summit 2025



# Today's Session



- ✓ Background of our international ready program
- ✓ How the program has evolved and some of our findings in teaching the program!
- ✓ A reminder of why the international market for DMOs to share with their stakeholders
- ✓ Steps to Success international ready overview
- ✓ What we look for to track results
- ✓ What to expect from your participation
- ✓ Next steps



# International Inbound Travel Association



## About IITA

As the nonprofit trade association for international inbound travel to the U.S., IITA is devoted *exclusively* to the advancement of the U.S. inbound travel industry through the **business-to-business** travel trade.

IITA members include **U.S. inbound operators, DMOs** and **travel suppliers** from across the country.

## About IITA Inbound Operators

IITA's **50+ inbound operator members** are the **leading U.S. inbound operators** representing markets around the world.

They not only have **established partnerships** with the country's most well-known cities and regions, but also with lesser-known, underserved destinations.



# International Inbound Travel Association



## Three Pillars of Opportunity

### Education



### Advocacy



### Business





# Alon Tourism Solutions

Alon Tourism Solutions is a global tourism marketing consultancy that prepares and connects tourism destinations, suppliers, and global travel trade buyers to fast-track profitable travel trade and partner relationships achieving mutual success.



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



We assist our clients by bolstering their bottom lines through:

1. **Tourism Activation Programs**
2. **On-Demand Sales & Marketing Initiatives**
3. **Direct Business Growth Planning & Implementation**



Relationship building between domestic tourism destinations/suppliers and global travel trade partners/resellers for symbiotic success.





# ABOUT STEPS TO SUCCESS



In 2017, the **International Inbound Travel Association (IITA)** partnered with **Alon Tourism Solutions** to launch **Inbound Insider: Steps to Success™**, a nationwide international inbound travel trade activation and training program that has been put to work in many destinations across the USA.

**Steps to Success** is designed specifically for all tourism supplier type businesses to increase their international tourism ROI by providing tools, resources, and the know-how to work effectively with the travel trade.

*Including introducing you to new partners to do business with!*



# About Steps To Success



INTERNATIONAL INBOUND TRAVEL  
TRAINING PROGRAM

### Earn IITA's Stamp of Approval

The Inbound Insider Steps to Success™ Training program is a targeted curriculum for international inbound travel operators to acquire the knowledge and skills necessary to effectively manage, attract and build new business from international inbound travel to the United States. This training program includes multiple modules:

- Pre-Engagement Phase:** This foundation phase sets the stage for success by introducing IITAs and destinations with the knowledge and strategies to effectively sell and prepare for the opening steps in the process. An advance session outlines the primary responsibilities of the company, listing participants' understand the roles and set clear expectations. Through practical insights, you gain a clarity, framework, knowing the "who, what, when, where, how, why" of the industry.
- Step 1.0:** This education and marketing primer sets the groundwork for success by introducing customer segments, promotional and activation tactics. A key step is required to understand the key marketing techniques with the sales and marketing to work effectively with the program.
- Step 2:** The implementation phase includes group exercises and projects to ensure you understand your goal, and the necessary results.

IITAs are the nation's connecting point between you and your destination. We are looking for destinations that are looking to diversify their product offerings and working with you on the complete business and marketing solutions and your destination or the global market insight and operating greater ROI from your current marketing efforts and strategy.

Destination	Participation	Benefits	Availability
Alaska	100	100%	Year-round
Arizona	100	100%	Year-round
California	100	100%	Year-round
Colorado	100	100%	Year-round
Florida	100	100%	Year-round
Hawaii	100	100%	Year-round
Illinois	100	100%	Year-round
Indiana	100	100%	Year-round
Iowa	100	100%	Year-round
Kansas	100	100%	Year-round
Kentucky	100	100%	Year-round
Louisiana	100	100%	Year-round
Maine	100	100%	Year-round
Massachusetts	100	100%	Year-round
Michigan	100	100%	Year-round
Minnesota	100	100%	Year-round
Mississippi	100	100%	Year-round
Missouri	100	100%	Year-round
Montana	100	100%	Year-round
Nebraska	100	100%	Year-round
Nevada	100	100%	Year-round
New Hampshire	100	100%	Year-round
New Jersey	100	100%	Year-round
New Mexico	100	100%	Year-round
New York	100	100%	Year-round
North Carolina	100	100%	Year-round
North Dakota	100	100%	Year-round
Ohio	100	100%	Year-round
Oklahoma	100	100%	Year-round
Oregon	100	100%	Year-round
Pennsylvania	100	100%	Year-round
Rhode Island	100	100%	Year-round
South Carolina	100	100%	Year-round
South Dakota	100	100%	Year-round
Tennessee	100	100%	Year-round
Texas	100	100%	Year-round
Utah	100	100%	Year-round
Vermont	100	100%	Year-round
Virginia	100	100%	Year-round
Washington	100	100%	Year-round
West Virginia	100	100%	Year-round
Wisconsin	100	100%	Year-round
Wyoming	100	100%	Year-round

### STEPS TO SUCCESS IS FOR YOU IF:

- You are a travel operator or a travel agent looking to expand your business into international inbound travel.
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**STEPS TO SUCCESS PROGRAM**

The program is designed to help you understand the international inbound travel market, identify your target market, and develop a marketing strategy to attract and build new business from international inbound travel to the United States.

**Key Benefits:**

- Gain a comprehensive understanding of the international inbound travel market.
- Identify your target market and develop a marketing strategy to attract and build new business from international inbound travel to the United States.
- Learn how to effectively sell and prepare for the opening steps in the process.
- Discover strategies for promoting collaboration among stakeholders.
- Outline well-defined and actionable goals for your destination.
- Learn how to present your destination for the comprehensive marketing plan.

**Step 1: LAY THE FOUNDATION**

- Gain an overview of how to collaborate effectively with inbound operators to grow your international business.
- Learn key strategies to develop your destination's travel trade goals and programs and suppliers to work seamlessly with the trade addressing any challenges.
- Position the value of the inbound market to inspire stakeholders and encourage them to adopt necessary protocols within their businesses.

**Step 2: LAY THE FOUNDATION**

- Define your strategy and build strategic partnerships.
- Create a business profile that attracts third-party sellers and develop a competitive pricing structure.
- Understand visitor preferences to tailor your products for different markets.

**Step 3: SMOOTH OPERATIONS**

- Optimize the travel trade sales cycle for maximum efficiency and sales while developing operations, policies and systems that align with essential.
- Create a smart pricing strategy that boosts both revenue and profit by considering factors like peak seasons and distribution channels.
- Understand the operational intricacies of selling FIT, Group, and MCE products.

**Step 4: KNOWLEDGE IN ACTION**

- Attend group sessions to collaborate on business agreements (accommodations, attractions, travel) to build partnerships and develop impactful strategies in an interactive environment. Share feedback, discuss challenges, learn from others' real-world experiences specific to your business category.
- Receive one-on-one business support to address any queries, get advice, and the unique business of each business to help participants achieve their goals.

**Next Steps:**

Visit [inboundtravel.org](http://inboundtravel.org) to learn more about the program and how to apply.

**For more information, contact:**

**Shelley**  
Co-Director, Selling Steps  
Resort LLC

**Jennifer Ackerson**  
President & Founder

**Need to know more?** A comprehensive guide of IITAs is available for the US. For a complimentary whitepaper, visit [inboundtravel.org](http://inboundtravel.org).

### PRE-ENGAGEMENT PHASE

- Understand how to align your efforts with the next steps in the process for a clear path forward.
- Discover strategies for promoting collaboration among stakeholders.
- Outline well-defined and actionable goals for your destination.
- Learn how to present your destination for the comprehensive marketing plan.

### STEP 1: INTERNATIONAL INBOUND 101

- Gain an overview of how to collaborate effectively with inbound operators to grow your international business.
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**"By adopting a highly targeted approach to attract international inbound travel, I needed to understand the complexities of the international travel trade market."**

**Shelley**  
Co-Director, Selling Steps  
Resort LLC

**Jennifer Ackerson**  
President & Founder

## IMAGINE ...

If you could grow ROI without increasing marketing costs.  
If you could dramatically expand market reach.  
If you had abundant viable product for visitors to your destination.  
If you could demonstrate the economic impact of your international tourism business.

These scenarios will be your reality when you bring the Inbound Insider Steps to Success™ training program to your destination.

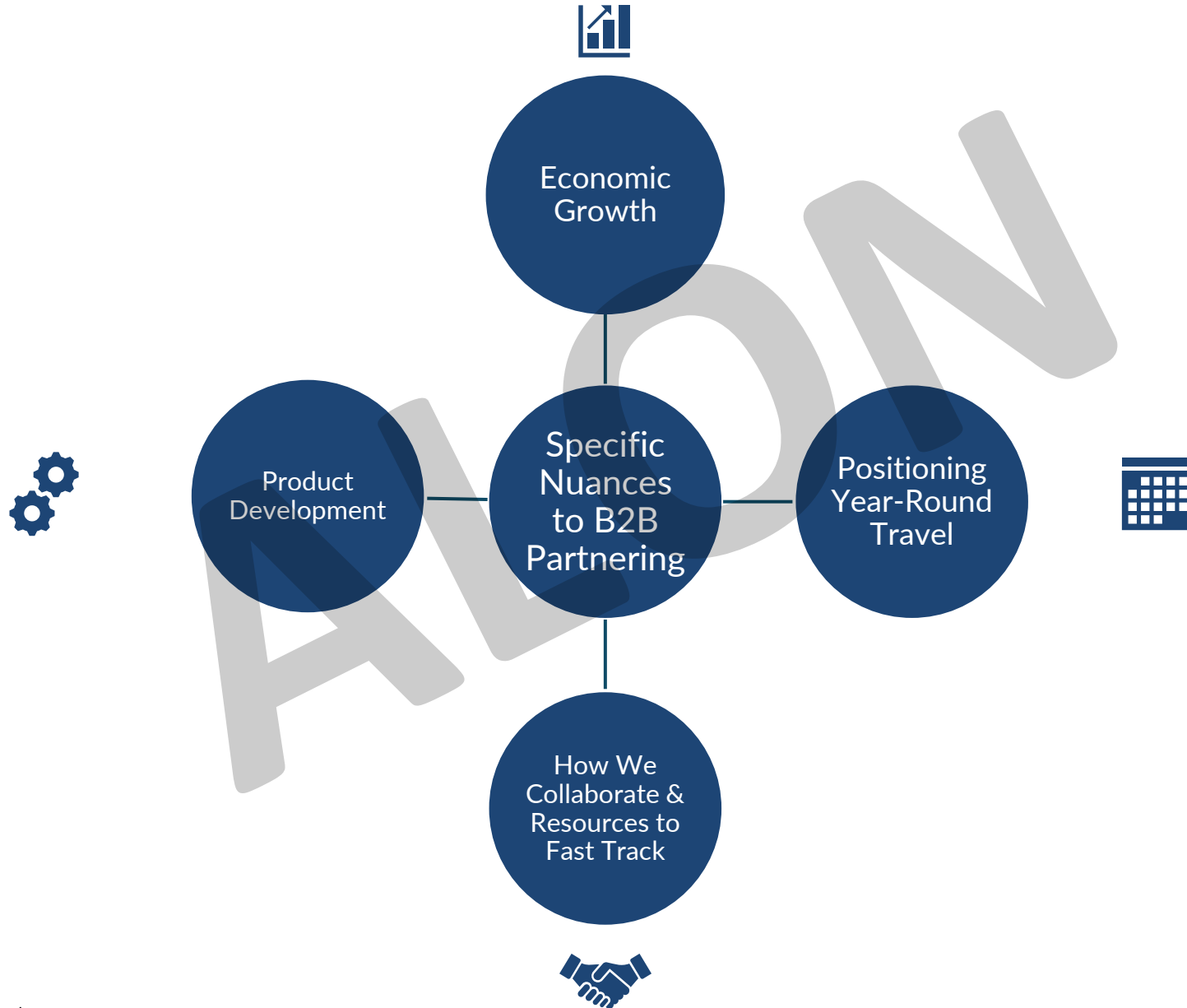
[INBOUNDTRAVEL.ORG](http://INBOUNDTRAVEL.ORG)

**IITA**  
International Inbound Travel Association

[info@inboundtravel.org](mailto:info@inboundtravel.org) | 800-443-8386



# Why We Teach The STS Program





# Where STS Fits Into International Sales & Marketing



# Case Study – Utah International Tourism



In 2023, 574,000 overseas travelers visited UTAH.

According to the Survey of International Air Travelers (Survey), **package travel visitors** to Utah spent on average \$4,336 per trip.

- For those travelers not having purchased package travel, overseas visitors spent \$1,089 per trip (on average) for hotel accommodations. They spent another \$685/trip on food and beverage purchases

In 2023, Survey respondents said 79.2% of travelers visited Utah for **vacation or holidays**, 2.1% visited for conventions/conferences, etc.

- 40% of all overseas travelers stay an average of **15-21 nights in Utah**; another 20% stayed an average of **11-14 nights**.
- Of those room nights, **73.5%** of all overseas visitors to Utah stayed in hotels and motels – or **421,890 people**.

If we look at the 40% of overseas travelers who stay 15-21 nights in Utah, at 15 nights, 3,444,000 room nights are generated. At 21 nights, the number of room nights increases to 4,820,600.

Using those numbers, the following **revenues** are generated:

Minimum: 3,444,000 room nights X average \$225 = **\$774,900,000**

Maximum: 4,820,600 room nights X average \$225 = **\$1,084,635,000**



# Case Study – Utah International Tourism



At the shorter end of the travel stays generated by overseas visitors to Utah,

- **1,262,800 room nights** are created at **11 nights** spent in Utah,
- with **1,607,200 room nights** being generated by those visitors who stay **14 nights**.

At those rates, the revenue generated would be:

- Minimum: 1,262,800 room nights X average \$225 = **\$284,130,000**
- Maximum: 1,607,200 room nights X average \$225 = **\$362,620,000**

In response to an **IITA member survey**, to which about half the membership responded, receptive operators estimated that in 2024, they would book **nearly 1,000,000 room nights across the United States**.

There is no breakdown of this number specifically for Utah, but the economic impact receptive operators have in any given year is, at minimum, somewhere between **\$155,000,000 and \$225,000,000**, in conservative figures.

The information from NTTO came from their website: <https://www.trade.gov/survey-international-air-travelers-siat>



# What Is The Inbound Travel Trade?



Travel trade refers to B2B partner companies that sell or package travel from international destinations.

**TERMS TO REFER TO 3RD PARTIES: WE WILL DIFFERENTIATE!**

**B** **EDBANKS** **Inbound Operators (IO)** **R**  
**B** Meetings/Incentives/Congresses/Exhibitions (MICE) **E**  
**U** **Event Planners/Corporate Meeting Planners** **S**  
**Y** *Unique Buyer Types* **Online Travel Agents (OTA)** **E**  
**E** **Travel Agents (TA)** **RECEPTIVE OPERATORS (RO)** **L**  
**R** **WHOLESALEERS (WS)** **Travel Trade** **Tour Operators (TO)** **L**  
**S** **DESTINATION MANAGEMENT COMPANIES (DMC)** **R**  
**S**



# How Visitors Arrive

## FIT, Groups, MICE

### FIT (Foreign Independent Travelers)

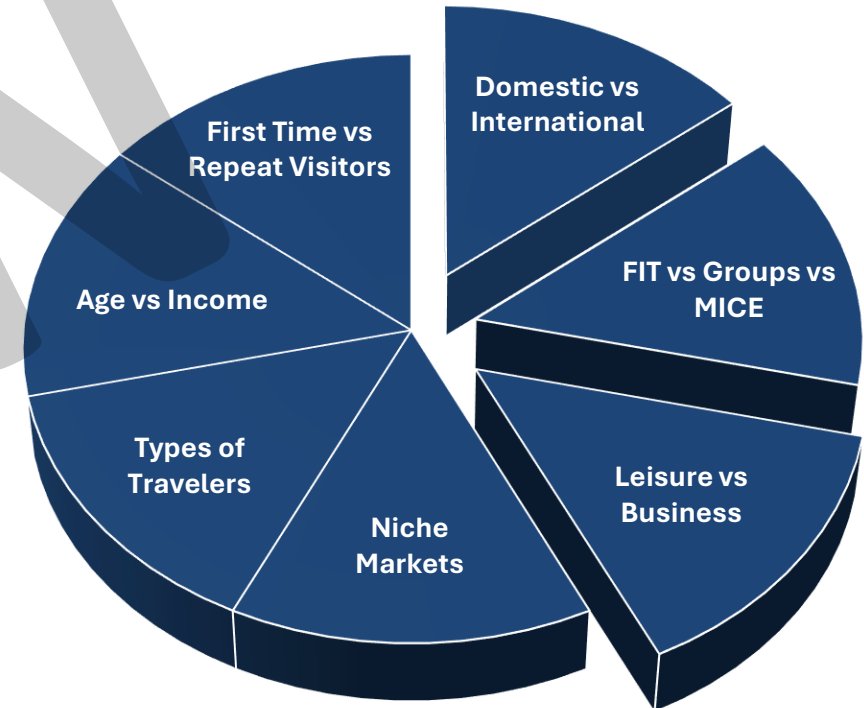
- ✓ Individuals, families, couples, less than 10 pax
- ✓ Arrive on their own or public transportation
- ✓ (Fly & Self-drives)
- ✓ Arrive pre-paid to the trade for their travel expenditures

### 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





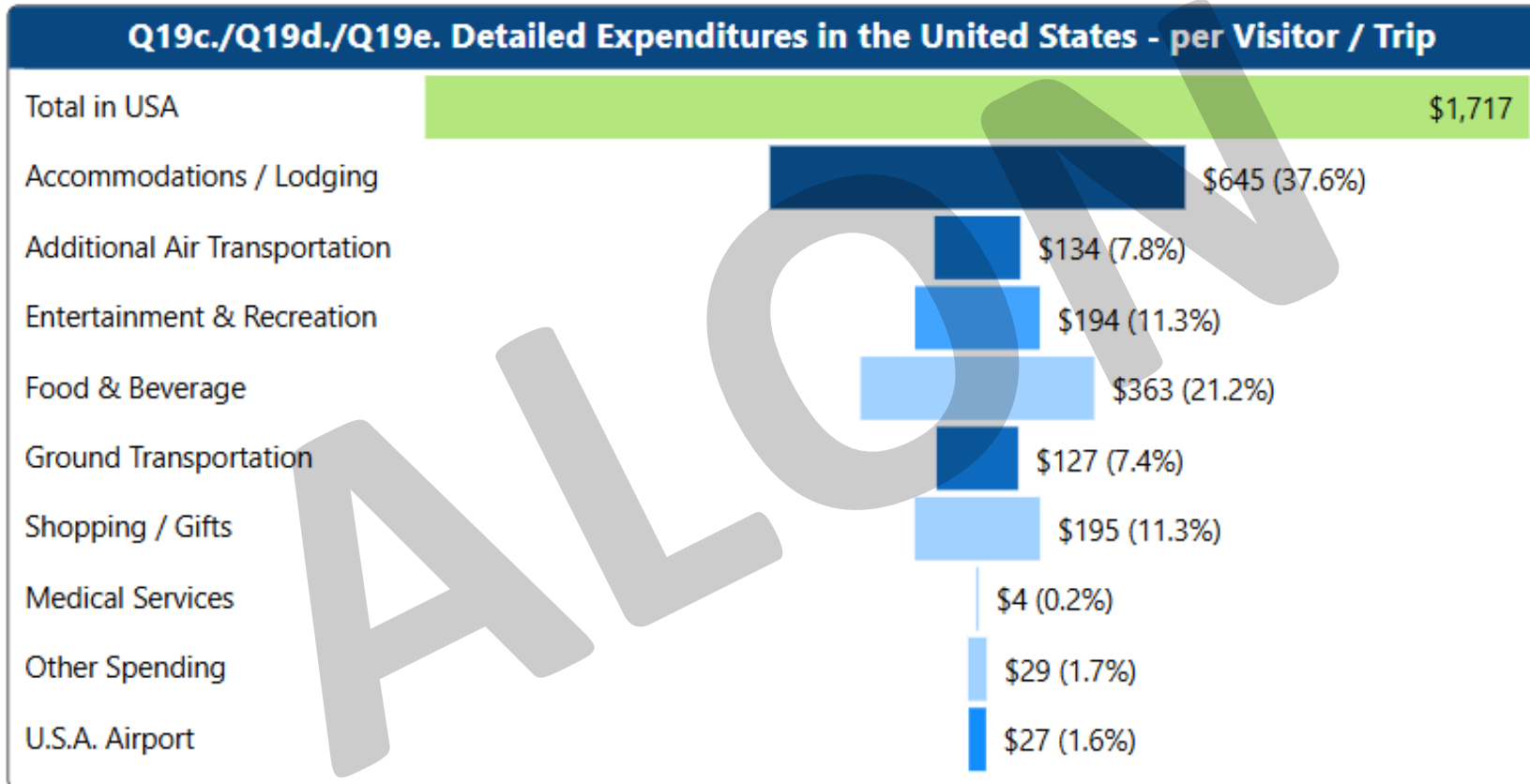
# How Visitors Arrive Affects Your Success



- ✓ 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**
- ✓ How and where you **sell**
  - ✓ The **associations** you belong to & marketplaces you attend
- ✓ The **technology and connectivity** you use



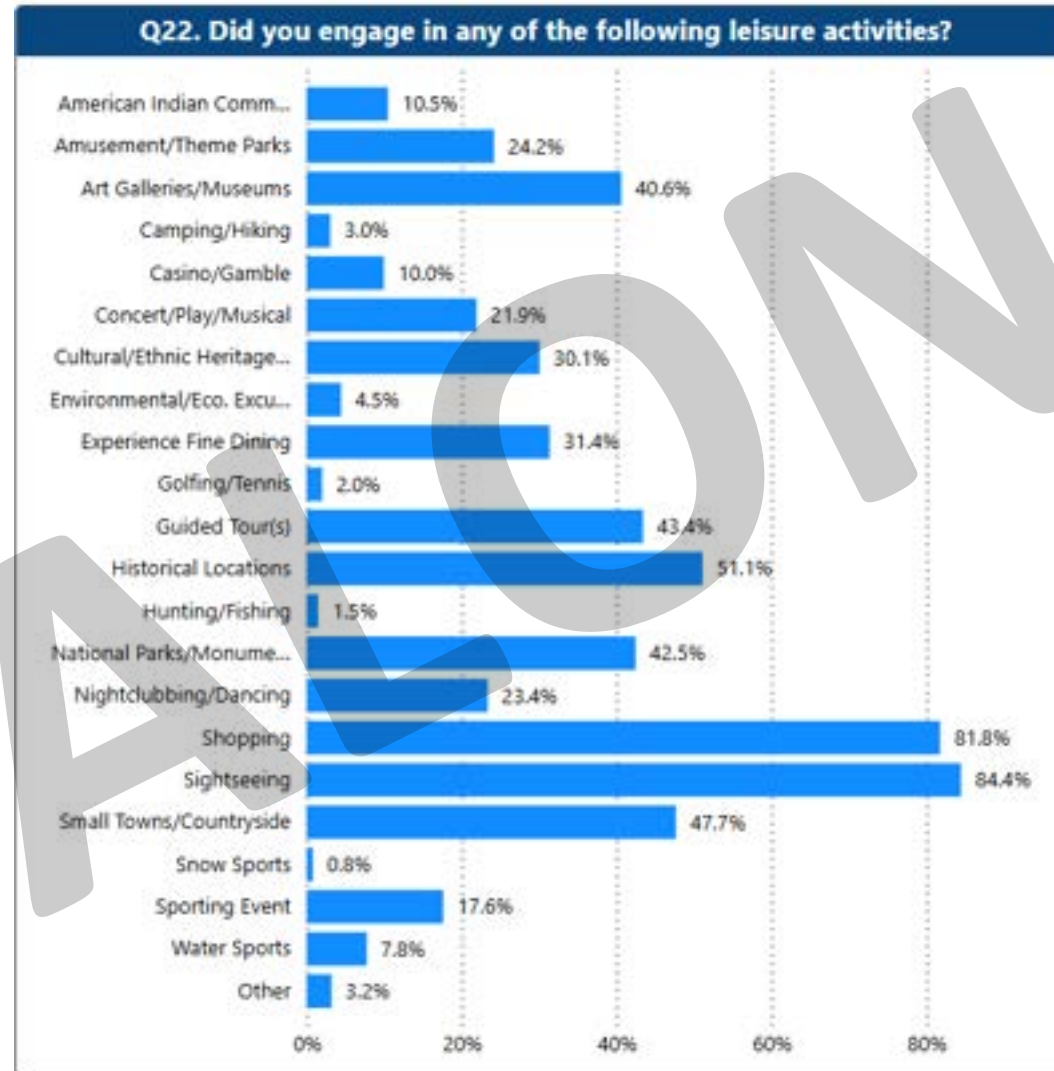
# INTERNATIONAL SPENDING OVERVIEW



Source: *NTTO* - [Survey of International Air Travelers \(SIAT\)](#)



# INTERNATIONAL SPENDING OVERVIEW



Source: *NTTO - Survey of International Air Travelers (SIAT)*



# CREATING BOOKABLE (SELLABLE) PRODUCT

1. Products and services that are tangible and bookable for the 3rd party buyer to sell in advance
2. Operationally matching the sold services with how you work together
3. Product x 3 = FIT, GROUP, MICE
4. Products that fall into the travel trade sales cycle

May be existing  
*and/or* new  
products and  
services



# Inbound Operator Product Examples



**FEN TRANSFER:**

Wählen Sie, dass Transfer nur an den regulären Start-Station der Tour verfügbar sind. Die Preise für den Transfer beinhalten ein englischsprachiges Meet & Greet.

**NE:**

- 1 PK und Newark Flughafen Hotel
- Alle Service zwischen PK & Newark Hotel einbehalten, so wie empfohlen.
- 1 NEWARK & Manhattan (Privater Transfer) pro Strecke pro Auto (1-2 Personen)
- 1 Newark und Newark Flughafen Hotel am Flughafen Shuttle zum Hotel

**WDC/NO:**

- 1 SFO & SFO Downtown Hotel (Privater Transfer) pro Strecke pro Auto (1-2 Personen)
- 1 SFO und SFO Flughafen Hotel am Flughafen Shuttle zum Hotel

NAME	REISEWÄHRUNG
	22
	7
	5.9

DETE	SINGLE/2 PERSONEN	TRIPLE	QUAD
	159	179	199
ohne	309	309	429
ohne	339	429	459
1 pro Person pro Tag	1.89	1.99	2.09
10 Personen pro Tag	204	214	224

TRIPLE	QUAD	GRUPP*
<b>NEW YORK &amp; SAN FRANCISCO</b>		
2191	2119	1701
2712	2572	1701
2829	3457	1701
<b>NEW YORK &amp; SAN FRANCISCO</b>		
2708	2589	1701
3593	2619	1701
3829	2587	1701

Preis (ohne Zusatzkosten)





# Why Product; How Product



CAJUN CREOLE  
LOUISIANA TRAIL

DAYS: 8 | NIGHTS: 7 | FROM NEW ORLEANS

ATI  
INTERNATIONAL INBOUND TRAVEL ASSOCIATION



**BATON ROUGE - LAFAYETTE**  
Step 8: Continue west and then head south to...  
**LAFAYETTE**  
Step 9: Continue west and then head south to...  
**LAKE CHARLES**  
Step 10: The first of two historic...  
**LAKE CHARLES - HOUSTON - DEPARTURE**  
Step 11: This morning, drive to Houston and...  
ATI  
INTERNATIONAL INBOUND TRAVEL ASSOCIATION

**LAKE CHARLES**  
Step 11: The first of two historic...  
**LAPLACE**  
Step 12: This morning, drive to Laplace...  
**NEW ORLEANS**  
Step 13: This morning, drive to New Orleans...  
ATI  
INTERNATIONAL INBOUND TRAVEL ASSOCIATION

Source: ATI - [Home | ATI](#)

# Why Product; How Product

## 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**  
**Day 1:** Arrive in Chicago to your hotel. Meet your Director in the lobby.

**CHICAGO**  
**Day 2:** Travel to Salt Lake City. Discover the world's first National Park: Yellowstone. Tour Salt Lake City including Temple Square, home to the Mormon Tabernacle.

**CHICAGO**  
**Day 3:** Travel to Los Angeles. Enjoy an orientation tour of downtown Chicago including Lake Shore Drive, Navy Pier & the Magnificent Mile.

**SIoux Falls**  
**Day 4:** Travel to Los Angeles. Enjoy an orientation tour of downtown Chicago including Lake Shore Drive, Navy Pier & the Magnificent Mile.



10 NIGHTS | 1 TOUR CITY

South Dakota National Park, once home to the buffalo and antelope, peaks towering over 13,000 ft. (4,000 m)

### 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 jazz/blues/jazz club 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. See the State Capitol building and visit Temple Square and the Tabernacle before returning to the hotel for the evening. May we suggest the RoofTop Restaurant for panoramic views of the city (optional).

### SIoux Falls - BRYCE CANYON

Continue today to spectacular Bryce Canyon. Your tour through a multi-colored world of spires and pinnacles, "hoodoos," will be eye-opening. This evening, weather permitting, be part of the spectacular night sky filled with bright stars & brilliant constellations.

### SIoux Falls - LAKE POWELL

Depart Bryce Canyon this morning enjoy the stunning Lake Powell, where blue water laps against towering red-jungle walls. Lake Powell is the second-largest man-made lake in America, and one of the most beautiful lakes in the world. Then visit colossal 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

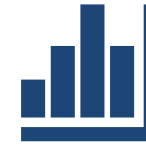
# Travel Trade Distribution Channel



# Value of Working with the Travel Trade



- ✓ Diversification; eggs in different marketing baskets
- ✓ Tour and travel market is always the first to come back in cyclical market shifts
- ✓ An opportunity to receive repeat and consistent business that grows YOY
- ✓ The ability to procure seasonal and off-peak business when you want and need it
- ✓ Business in advance – up to 24 months



# Working with Inbound Operator Benefits



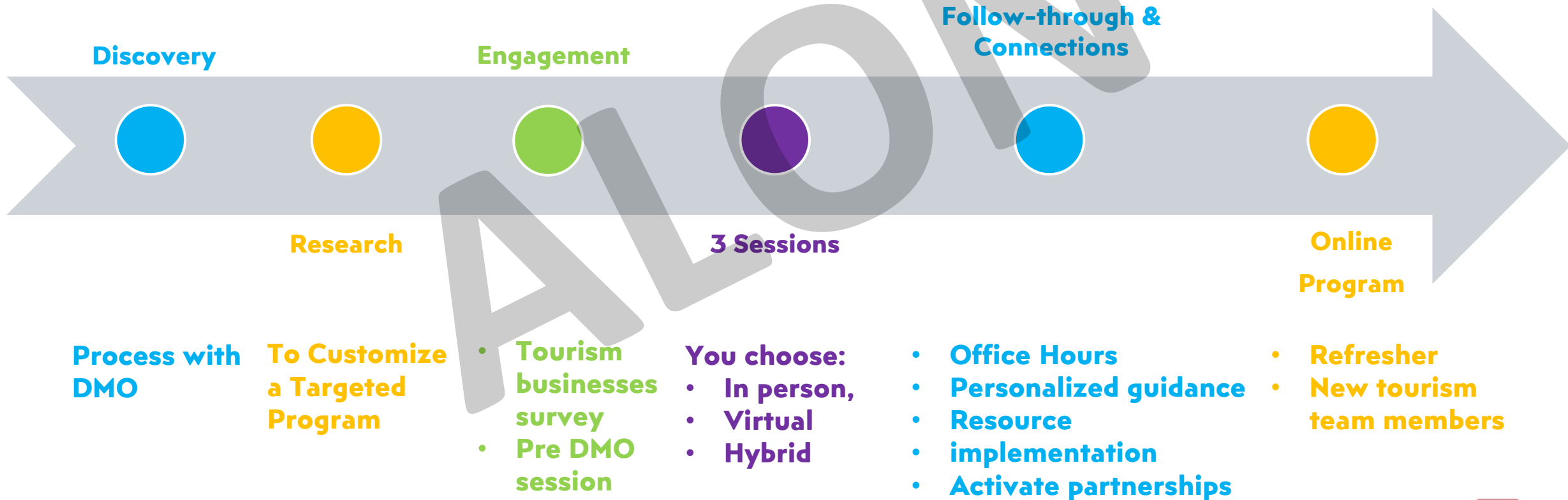
- ✓ Long-standing business relationships
- ✓ Based here in the USA = Easy access through IITA
  - ✓ Market and sell destinations, products, and properties throughout the USA to international market
- ✓ Work only B2B
- ✓ Do all the ground-work negotiating and contracting every aspect of destination selling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





# STEPS TO SUCCESS PROCESS

*Steps to Success is designed specifically for destinations and tourism stakeholders to support tourism development by providing tools, resources, and insider know-how to work effectively and efficiently with the travel trade.*



# Outcome to Supplier Participation



# Tourism Businesses Commitment to Readiness



# Participation Methods!



## Level 1 - Look & Learn

- Attend session



## Level 2 - Look & Take Steps Forward

- Attend session and begin session resources
- Take steps toward working with inbound operators



## Level 3 - Look, Complete & Conquer

- Attend session and Office Hours and *complete* session resources
- Receive IITA Stamp of Approval and introductions to inbound operators
- Receive IITA membership and Summit discounts



# What Delegates Receive



## Steps 1, 2, & 3

- Interactive workshops tailored to the travel trade
- Travel trade readiness and business growth strategies



## Session Resources

- Tools to craft targeted communication, competitive industry pricing, product development, and operational excellence



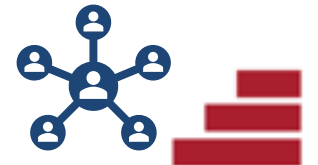
## Group & Individual Support

- Office hours for shared learning and group Q&A
- Ongoing feedback to refine strategies and address challenges



## Introduction to the Partners

- Meet your collaborators in the international inbound travel trade





# IITA STAMP OF APPROVAL



## REQUIREMENTS

Attend All Steps to Success Sessions

and

Submit your Travel Trade Ready Business Profile and NET Rate Methodology for approval!

**Catapult your bottom line by working with IITA Inbound Operators!**



# Change Your Business for the Better via DMO Collaboration

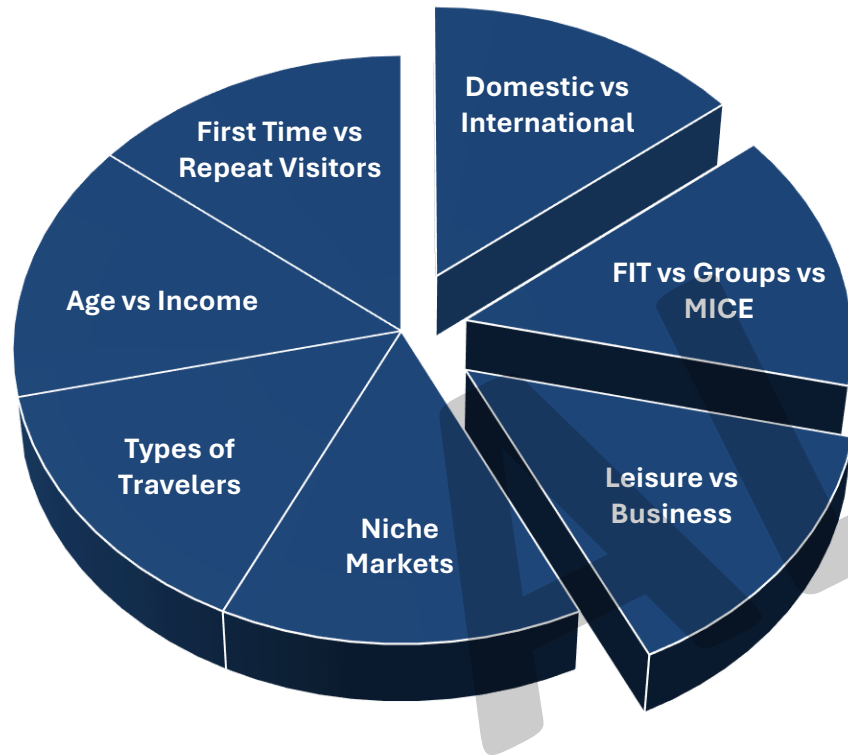
Unlock New Opportunities and Propel Your/Tourism Businesses to the Next Level



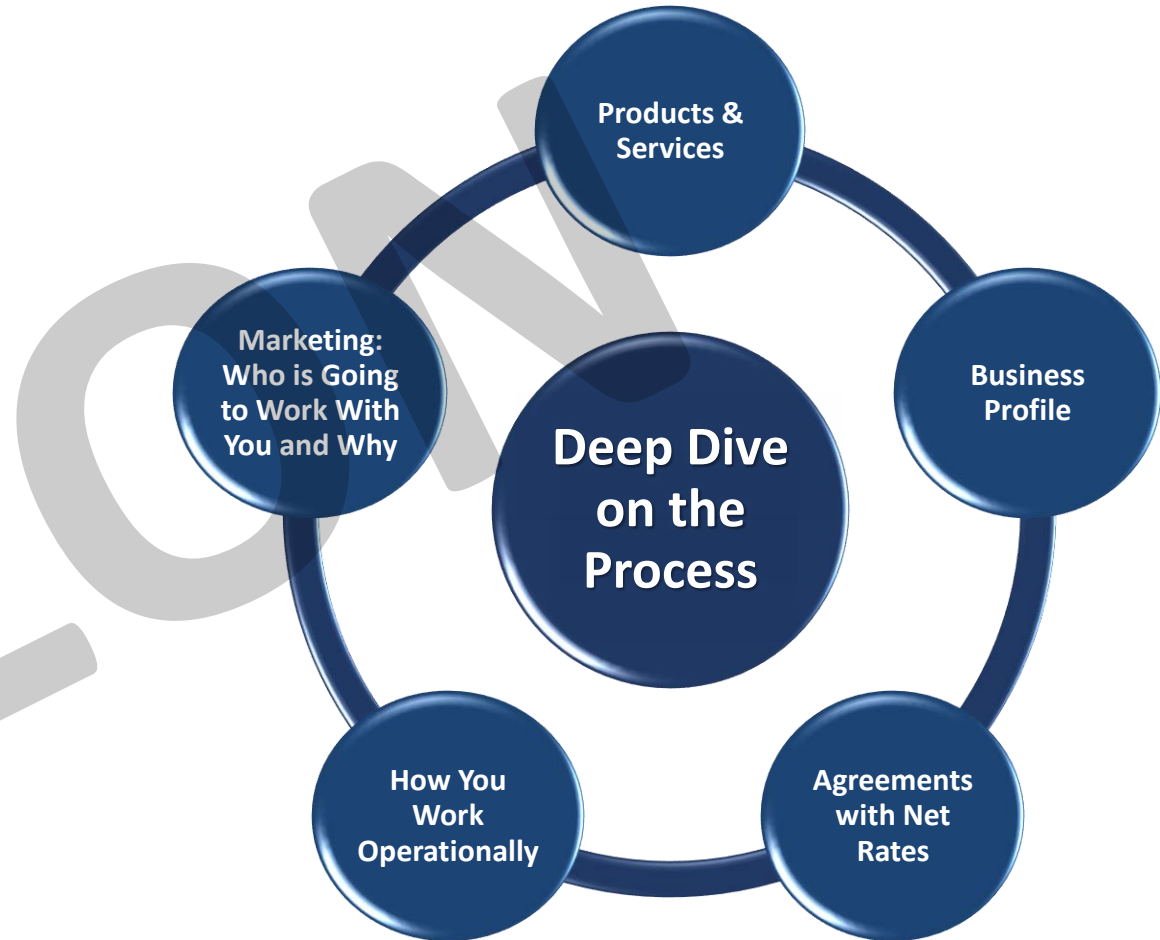
# DMOs Commitment to Readiness



# Collaborative Roles Reach the End Goal



**Trade are the experts!  
 Rely on them to bring us the business!**



**Fall into the process and let the  
 trade do the global promotion for you!**





# Exciting News for Us! Practical News for You!

***We have a new and shiny item to share!!!***





# Expanding Learning Opportunities Online

Lesson 7 of 25

## 4.1 B2B vs. B2C

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Whether in B2B or B2C environments,  
the key to success is the development of  
strong, trustworthy relationships.



# Online Program Flyer



## ONLINE INTERNATIONAL INBOUND TRAVEL TRAINING PROGRAM

**LAUNCHING FEBRUARY 2025**

- *Self-paced program - Learn when it's convenient to you*
- *90-120 minutes of essential learning*
- *Interactive experience with videos, quizzes & real-world scenarios*

### COMPREHENSIVE OVERVIEW OF HOW TO WORK WITH INBOUND OPERATORS

The **New Online Steps to Success Course** offers a comprehensive learning experience to help businesses gain a basic understanding of international inbound business and working with the inbound travel trade, specifically inbound operators.

Participants will gain foundational knowledge to expand their international reach, collaborate with key stakeholders, and ultimately position their business as a preferred partner for international inbound operators.

### FULL INTERNATIONAL INBOUND TRAVEL TRAINING PROGRAM SERIES COMING SOON!

#### Why the Travel Trade?

- ✓ Secure, repeat, consistent business.
- ✓ Expand your global reach with minimal upfront costs.
- ✓ Gain visibility through trusted travel trade promotional channels.

#### Benefits

- ✓ Accommodations, Attractions, Dining, Retail, and More: Learn to secure bookings, attract international visitors midweek and weekend to drive revenue year-round.

#### Who Should Enroll?

- ✓ Newcomers to inbound tourism.
- ✓ Businesses seeking to refresh or expand their B2B partnerships.

#### Pricing

- ✓ Individual: \$495 (members), \$595 (non-members).
- ✓ DMG/Corporations: Discounts available for full program purchases and bulk enrollments.

Enroll now and start building sustainable partnerships to grow your business in the international market.



# NEXT STEPS

- ✓ **Schedule a Call** – Discuss program customization to fit your needs.
- ✓ **Select Your Format** – Choose in-person, virtual, hybrid (x3), or online delivery.
- ✓ **Confirm Panelists** – Decide on key speakers (x2) for impactful discussions.
- ✓ **Engage for Success** – Activate your plan and start building momentum





ALON Q&A



**Scan to Learn More & Get in Touch!**



*Thank you!*

**Alon Tourism Solutions**

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