



International Inbound Travel Association

POWERED BY ALON



DEPARTMENT OF TOURISM

ROI Results in Working with the International Travel Trade/Inbound Operators

Today's Process & Learning

Discussion:

- ✓ Visitors
- ✓ “The Secret Sauce”
- ✓ Partnering
- ✓ Preparation
- ✓ Promotion
- ✓ Full Circle



Goal: Build Your Tourism Market



As of 2018, 375 international tour operators are offering product in South Dakota*

Collectively, these international operators have 6,613 individual products available to be sold*

*In 2018, South Dakota received an estimated total of 71,227 room nights booked from international operators**

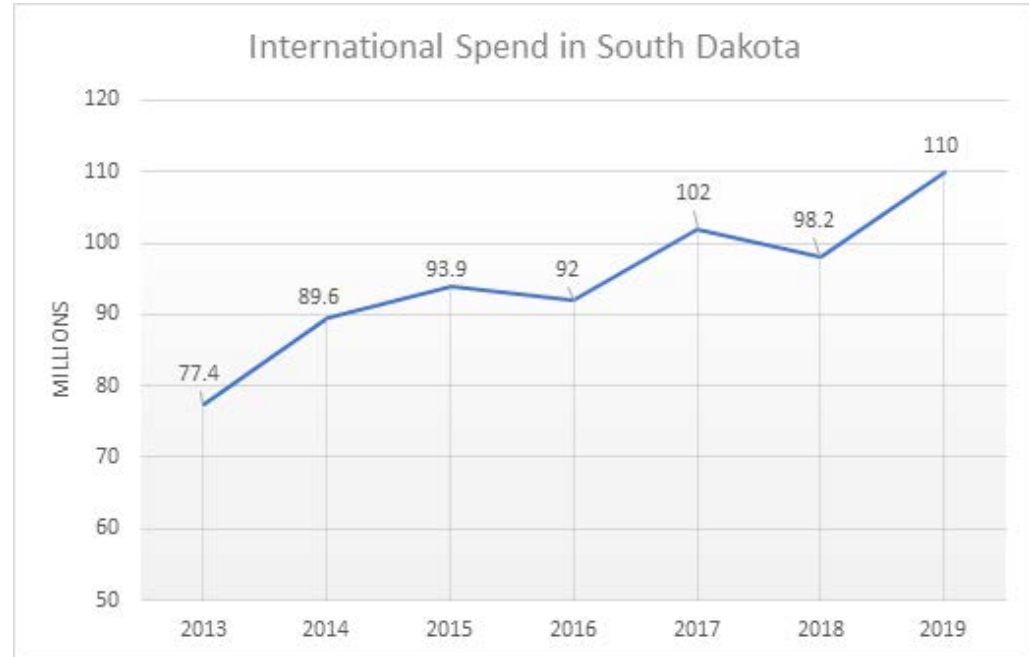
Source: South Dakota Department of Tourism

**Numbers are based on the Great American West Trip Report (Conducted by RMI) Information and statistics only reflect the travel trade from the UK, Germany, France, Italy, Benelux, Nordic and Australia/ New Zealand*

Overseas Traveler Characteristics to the US

Traveler spending is diverse and well-distributed across multiple categories of the economy.

2018 OVERSEAS TRAVELERS CHARACTERISTICS:	ALL OVERSEAS VISITORS
Total Number of Travelers to US =	39,883,361
Leisure/Recreational Activities :	
Shopping	84.4%
Sightseeing	78.4%
National Parks/Monuments	34.1%
Art Gallery, Museum	28.1%
Experience Fine Dining	27.1%
Amusement/Theme Parks	26.4%
Small Towns/Countryside	26.0%
Historical Locations	25.6%
Guided Tours	20.8%
Cultural/Ethnic Heritage Sights	14.8%
Concert, Play, Musical	14.4%
Sporting Event	12.0%
Nightclub/ Dancing	11.0%
Water Sports	7.8%
Casinos/Gambling	7.1%
American Indian Communities	4.8%
Camping, Hiking	4.2%
Environmental/Ecological Excursions	3.3%
Golf/Tennis	2.5%
Hunting/Fishing	1.5%
Snow Sports	1.5%



International visitor spending
in South Dakota has increased
42.1% from 2013-2019

Source: International Trade Administration - Industry & Analysis - National Travel and Tourism Office

Source: South Dakota Department of Tourism - IST (Tourism Economics)

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How Visitors Arrive

Leisure & Business Visitors

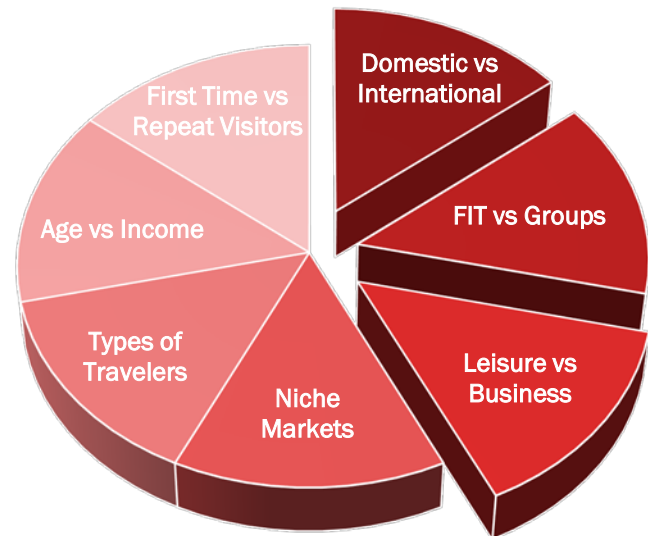
- **Leisure:**
 - ✓ Individuals, couples, families and tour groups often on an itinerary visiting multiple destinations
 - ✓ Focus is 'activities/things to do'
- **Business:**
 - ✓ Business/corporate meetings and events
 - ✓ Associations and conventions
 - ✓ Incentive groups also known as MICE (*Meetings, Incentives, Congresses, and Exhibitions*)

Domestic & International Visitors

- **Domestic:**
 - ✓ National, regional, local
- **International:**
 - ✓ Stay longer; Spend more
 - ✓ Engage in fly-drive itineraries
 - ✓ Travel beyond major gateways
 - ✓ Dominant, emerging, niche markets
 - ✓ DMO investment

FIT, Group, DMC & MICE

- **FIT** (Foreign Independent Travelers – Typically less than 10)
 - ✓ Individuals, families, couples, less than 10 pax
 - ✓ Arrive on their own (Fly-drives & Self-drives), public transportation
 - ✓ In the form of voucher redemptions (arrive with a pre-paid voucher issued by the travel trade)
- **Group Visitors** (Typically 10 or more)
 - ✓ Purpose or theme
 - ✓ Arrive on a chartered vehicle; On a timed itinerary
 - ✓ Multiple days
- **DMC & MICE** (Custom events)



There are opportunities and strategies to target each...

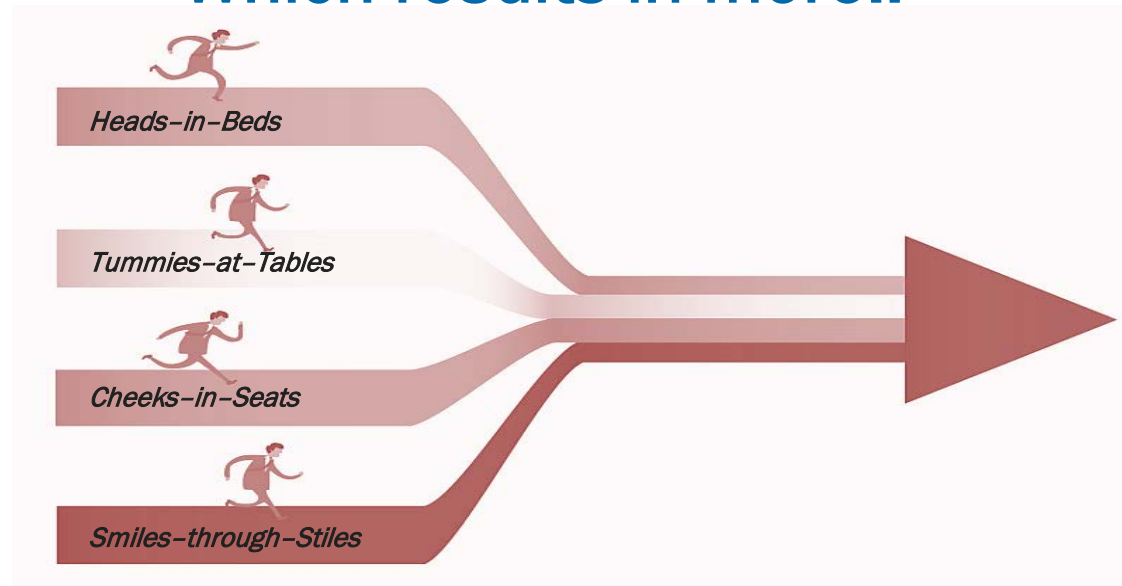
How do we achieve *more* visitors to South Dakota?



Working with the travel trade/inbound operators is a proven, strategic, targeted, and practical answer!



Which results in more..

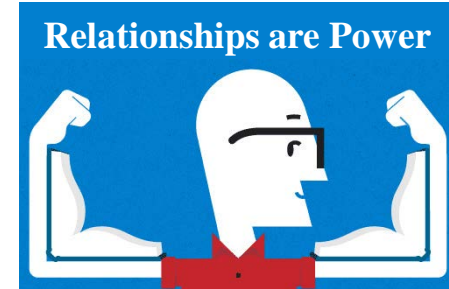


Travel Trade/Inbound Operator

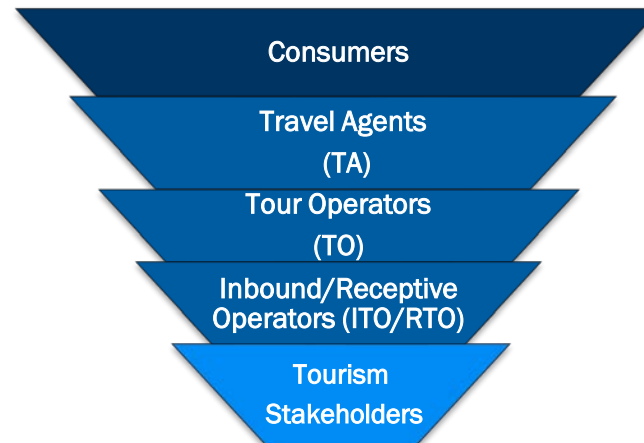
What is the travel trade/
an inbound operator?



What is the power of the travel
trade/inbound operator?



What is the travel trade
distribution channel?



Why Work with the Travel Trade/Inbound Operators

Predictability & Control



Visibility & Reach



Relational vs. Transactional



Existing Worldwide Network



Cost for Promotion & Advertising

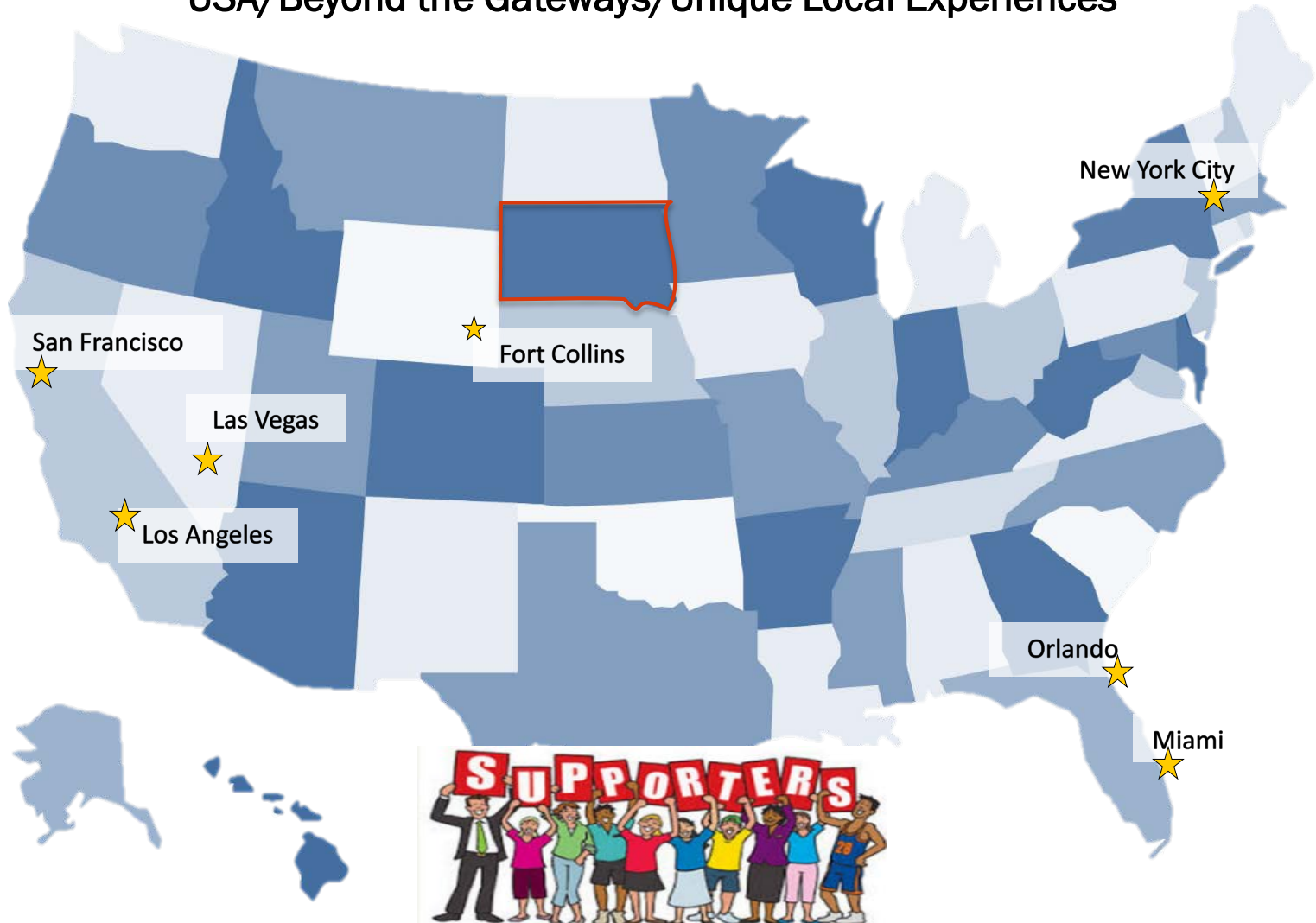


How Business Flows Through the Travel Trade



The Travel Trade are Looking for You!

USA/Beyond the Gateways/Unique Local Experiences



Travel Trade Selling Methods

B2B

- ✓ To tour operators
- ✓ To travel agents (consumers/brick and mortar)
- ✓ Confidential tariffs to each other
- ✓ Sales calls

B2C

- ✓ Product and contracting departments
- ✓ Tour brochures/catalogues (B2B, B2C)
- ✓ Online (OTA)
- ✓ Call centers
- ✓ Their own websites
- ✓ Attend consumer tradeshows (USA pavilions)

Advertising/Marketing

- ✓ Advertising via Sunday reader circulation
- ✓ Mailings
- ✓ Newsletters



So, How Does It All Work?



Prepare to Work With the Travel Trade/Inbound Operators

First, as your destination



*Second, as individual businesses
within your destination*

Tours/
Attractions/
Activities/ Sports

Arts/Cultural
Institutions

Accommodations

Dining

Retail/
Services

Transportation

BIDs / DMOs /
Parks & Recreation

Partnering and Selling as a Destination

Share cost – Extend reach

Connect as partners

- ✓ Partnering means developing relationships creatively and synergistically.

Visitors visit a destination, not a business.

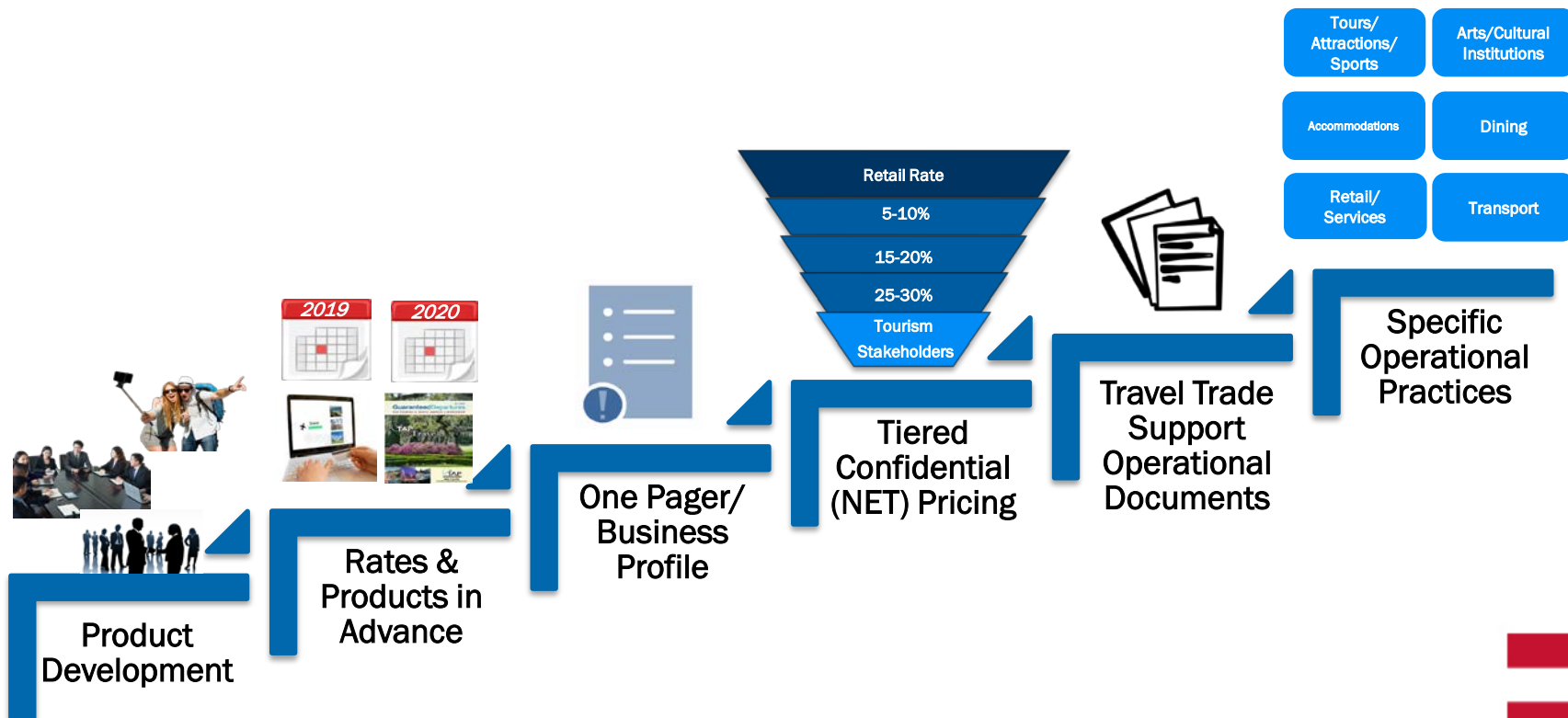
- ✓ Know your own destination
- ✓ Visitors travel on an itinerary (make them sellable)
- ✓ Brainstorm, product development and be creative

Understand and provide information on how visitors get around logistically



The more collaboration in promoting a destination, the more visibility it will get with travel trade & travel writers. Your goal is to make the job of the travel trade easier so they can work on selling you!

Steps to Success



Product Development

- ✓ Sellable products and experiences
- ✓ Think FIT, GROUP, DMC
- ✓ Existing and/or new



*** Tip**

- ✓ *Adjust your products and services to match desired trends, brands, length of stay, seasons, and holidays to target key visitor markets*

*** Top Trends in Travel**


- ✓ *Custom local experiences*
- ✓ *Experiential/immersive*

Fly-Drive

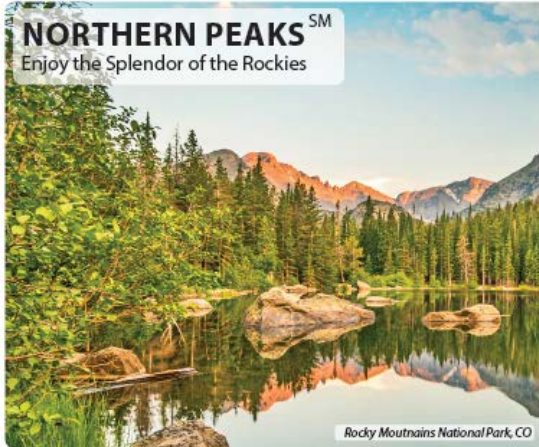
- Self-guided
- Pre-set itineraries
- Can be customized



Product Examples



2019 Self Drive
INDIVIDUAL TRAVEL



NORTHERN PEAKSSM
Enjoy the Splendor of the Rockies

Gateways
Start - Denver
End - Denver

Length of Program
17 days / 16 nights

Language
(Program Documentation)

- Danish
- Dutch
- English
- French
- German
- Italian
- Spanish

Program Departures
Daily from 15 May 19 - 31 Oct 19


Theme
Nature: America's Natural Beauty.

Tempo
Highlights: Highlights oriented pace

Rates From
\$6000 per person DBL occupancy

Rocky Mountains National Park, CO

Denver | Rocky Mountain NP | Mammoth Site | Wild Mustang Sanctuary | Crazy Horse Memorial | Mount Rushmore | Badlands NP | Wounded Knee Museum | Little Bighorn Battlefield | Kalispell | Glacier NP | Yellowstone NP | Grand Teton NP | Jackson Hole



1 Number of Overnights 1 Starting Point

Values


1. Flex Feature* (Page 2)
2. Industry Leading Program Documentation

Included In Program
Code: S9DEN150

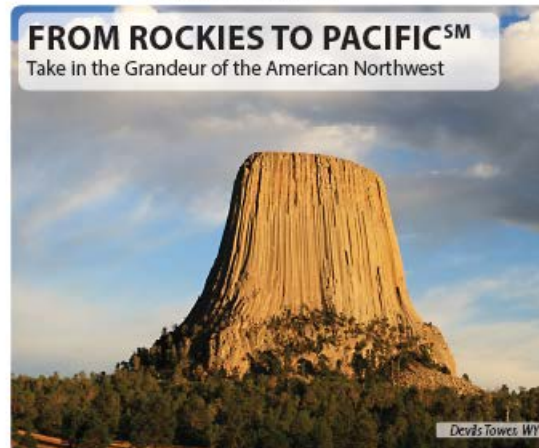
- 16-Night accommodations in featured hotels, or similar hotels including taxes
- Discovery GuideSM Program Documentation (Electronic Version)

Not Included In Program

- Car Rental
- Tolls
- Parking Fees
- Admission to attractions that were not pre-booked.
- National Park admissions
- Discovery GuideSM Program Documentation (Electronic Version)



NEW PROGRAM
2019 Self Drive
INDIVIDUAL TRAVEL



FROM ROCKIES TO PACIFICSM
Take in the Grandeur of the American Northwest

Gateways
Start - Denver
End - Seattle

Length of Program
16 days / 15 nights

Languages (Program Documentation)

- Danish
- Dutch
- English
- French
- German
- Italian
- Spanish

Program Departures
Daily from 01 April 2019 - 31 Oct 2019


Theme
Nature: America's natural beauty.

Tempo
Highlights: Highlights oriented pace.

Rates From
\$6000 per person DBL occupancy

Devils Tower, WY

Denver | Rocky Mountains NP | Mammoth Site | Mount Rushmore | Wounded Knee Museum | Badlands NP | Devils Tower | Great Falls | Big Sky | Kalispell | Glacier NP | Coeur d'Alene | Seattle



1 Number of Overnights 2 Starting Point

Values

1. Flex Feature* (Page 2)
2. Industry Leading Program Documentation

Included In Program
Code: S9DEN201

- 17-Night accommodations in featured hotels, or similar hotels including taxes
- Discovery GuideSM Program Documentation (Electronic Version)

Not Included In Program

- Car Rental
- Tolls
- Parking Fees
- Admission to attractions that were not pre-booked.
- National Park admissions
- Printed Discovery GuideSM Available for qualified clients.

Product Examples

viator

Search tours and places

My Bookings Help Cart

Rochester Tours
Home / USA / New York / Rochester / Sightseeing Tickets & Passes / Museum Tickets & Passes /



Genesee Country Village and Museum Admission

Low Price Guarantee
from

\$18.00 USD

Select Date and Travelers

Tuesday, Jul 24, 2018

Number of travelers

Check Availability

viator

Travel with an insider

What's so great about Viator?

USA
Rochester
Go
Search

Home > USA > New York > Rochester > Cultural & Theme Tours > Cultural Tours

Genesee Country Village and Museum VIP Experience

★★★★★ Tour code: 48548P2

From USD **\$71.00**
View price calendar

Rochester Tours

- All Tours...
- Cultural & Theme Tours
- Cultural Tours**
- Food, Wine & Nightlife
- Outdoor Activities
- Sightseeing Tickets & Passes
- Tours & Sightseeing
- SEE ALL TOURS...

Things to do in Rochester

- All Things to Do...
- Strong National Museum of Play

Overview

Take a step behind the scenes during this VIP tour at The Genesee Country Village and Museum, the largest living history museum in New York State and third-largest in the United States! Receive exclusive access upstairs to two of our iconic Victorian houses, where the view of the whole village is breathtaking. A complimentary lunch at either of our 2 (two) restaurants as well as a pint of our 19th century beer, a glass of wine or our Flint and Steel Hard Cider are also included in this experience. At any point throughout your visit, be sure to stop by the Tin Smith and try your hand at making your own pierced tin ornament to take home with you! On your way out you will find a sweet treat waiting for you at the gift shop. This offer also includes 15% off in both of our gift shops. Be sure to continue to explore our 68 historic buildings after your VIP tour!

Important Info

Details

Inclusions

- Admission ticket
- All taxes, fees and handling charges
- 1 Lunch voucher per ticket
- 1 Free Beverage per ticket
- 1 Free Tin Ornament, hand made by you, per ticket
- 1 Free Sweet Treat per ticket

Accommodation Product Selling

Season Start	Season End	Days of Week	Type	RETAIL	TO Rate
2019 April					
4/1/2019	4/30/2019	Sun-Thurs	Deluxe	\$xxx	\$xxx
4/1/2019	4/30/2019	Fri-Sat	Deluxe	\$xxx	\$xxx
4/1/2019	4/30/2019	Sun-Thurs	Executive Suite	\$xxx	\$xxx
4/1/2019	4/30/2019	Fri-Sat	Executive Suite	\$xxx	\$xxx
2019 May					
5/1/2019	5/31/2019	Sun-Thurs	Deluxe	\$xxx	\$xxx
5/1/2019	5/31/2019	Fri-Sat	Deluxe	\$xxx	\$xxx
5/1/2019	5/31/2019	Sun-Thurs	Executive Suite	\$xxx	\$xxx
5/1/2019	5/31/2019	Fri-Sat	Executive Suite	\$xxx	\$xxx
2019 June - August					
6/1/2019	8/31/2019	Sun-Thurs	Deluxe	\$xxx	\$xxx
6/1/2019	8/31/2019	Fri-Sat	Deluxe	\$xxx	\$xxx
6/1/2019	8/31/2019	Sun-Thurs	Executive Suite	\$xxx	\$xxx
6/1/2019	8/31/2019	Fri-Sat	Executive Suite	\$xxx	\$xxx
2019 September - November 15					
9/1/2019	11/15/2019	Sun-Thurs	Deluxe	\$xxx	\$xxx
9/1/2019	11/15/2019	Fri-Sat	Deluxe	\$xxx	\$xxx
9/1/2019	11/15/2019	Sun-Thurs	Executive Suite	\$xxx	\$xxx
9/1/2019	11/15/2019	Fri-Sat	Executive Suite	\$xxx	\$xxx
2019 November 16 – December					
11/16/2019	12/31/2019	Sun-Thurs	Deluxe	\$xxx	\$xxx
11/16/2019	12/31/2019	Fri-Sat	Deluxe	\$xxx	\$xxx
11/16/2019	12/31/2019	Sun-Thurs	Executive Suite	\$xxx	\$xxx
11/16/2019	12/31/2019	Fri-Sat	Executive Suite	\$xxx	\$xxx
2020 January – March					
1/1/2020	3/31/2020	Sun-Thurs	Deluxe	\$xxx	\$xxx
1/1/2020	3/31/2020	Fri-Sat	Deluxe	\$xxx	\$xxx
1/1/2020	3/31/2020	Sun-Thurs	Executive Suite	\$xxx	\$xxx
1/1/2020	3/31/2020	Fri-Sat	Executive Suite	\$xxx	\$xxx

Rates & Products in Advance

24-hour → 24-month process



Destination and Supplier One Pagers/Business Profiles

One Pager/
Business
Profile

Who?

What?

When?

Where?

Why?

How?



SOUTH DAKOTA 2019 PROFILE

NEWS

- 2019 marks **CUSTER STATE PARK'S CENTENNIAL ANNIVERSARY**. To celebrate, the park is hosting a free special concert series featuring visiting artists and bands from around the region every weekend throughout June, July and August. Since its establishment in 1918 as South Dakota's first state park, millions of guests from around the globe have experienced the beauty and adventure of Custer State Park.
- The **ARC OF DREAMS** is a massive stainless steel sculpture that will span across the Big Sioux River in Sioux Falls. The sculpture will be nearly the length of a football field. A 15-foot gap at the center of the sculpture will tower 70 feet above the river and represent the leap of faith visionaries take to make their dreams come true! The Arc of Dreams will be completed in 2019.

There's no better place to explore America's frontier heritage and pioneer spirit than in South Dakota, a stunningly scenic state where history, culture and outdoor adventure await. In addition to six National Park Service sites, the South Dakota State Park system features 56 state parks and recreation areas that showcase the state's broad expanses of hiking trails, prairies, back-country mountains, pristine lakes, vast rivers and lush woods. As you can see, there's plenty of room to play in South Dakota.

Download South Dakota Publications and SIGN UP for the TRAVEL PROFESSIONALS E-NEWSLETTER at TourSDakota.com. The E-newsletter is sent bi-monthly and provides news on upcoming events, new additions and other South Dakota travel tips.



TourSDakota.com

THE GREAT 8



MOUNT RUSHMORE NATIONAL MEMORIAL
WWW.APS.GOV/MNRU
America's Shrine of Democracy features 60-foot faces of four great American presidents and offers a walking trail, museums, a gift shop and dining hall.



WIND CAVE NATIONAL PARK
WWW.APS.GOV/WICA
The first cave to ever be designated a National Park features 141 miles of explored passages under a National Grassland where bison roam.



JEWEL CAVE NATIONAL MONUMENT
WWW.APS.GOV/JCNA
Spectacular views can be experienced both above and below ground at this National Monument that's home to the third longest cave in the world.



BADLANDS NATIONAL PARK
WWW.APS.GOV/BADL
This striking landscape boasts a maze of buttes, canyons, pinnacles and spires. Abundant wildlife can also be viewed in the park's 244,000 acres.



MISSOURI RIVER
WWW.APS.GOV/MNRV
North to south, this band of shimmering water cuts the prairie in two and provides some of the best water recreation around.



HISTORIC DEADWOOD
WWW.DEADWOOD.COM
Follow in the footsteps of legends and explore this Wild West town as it buzzes with entertainment including festivals, concert, historic sites, shutouts and gaming.



CRAZY HORSE MEMORIAL
WWW.CRAZYHORSEMEMORIAL.ORG
Inspired by a desire to honor the Native American people, this depiction of legendary leader Crazy Horse is the largest in-progress mountain carving in the world.



CUSTER STATE PARK
WWW.CUSTERSTATEPARK.INFO
Home to 1,300 bison and free-roaming wildlife, this 71,000-acre park features the Peter Norbeck National Scenic Byway and so many great outdoor adventure opportunities. Don't miss the Wildlife Loop Road!

2019 EVENTS

JUNE 15-16
Czech Days / [Tabor](#)

JUNE 1-2, SEPTEMBER 2-9
Crazy Horse Memorial Volksmarch

JULY 5-7, 12-14, & 19-21
Lucas Legals Wilder Pageant / [De Smet](#)

AUGUST 17
Sioux Falls River Fest / [Sioux Falls](#)

AUGUST 2-8
Sturgis Motorcycle Rally / [Sturgis](#)

SEPTEMBER 27
Custer State Park Buffalo Roundup & Arts Festival / [Custer](#)

NOVEMBER 22-DECEMBER 26
Christmas at the Capitol / [Pierre](#)

WWW.TRAVELSOUTHDAKOTA.COM/EVENTS

CONTACT US

South Dakota Department of Tourism // 718 East Wells Avenue, Pierre, South Dakota, USA 57501 // 605-773-3300

Cole Irwin, Global Travel & Trade Director // Cole.Irwin@travelersouthdakota.com

Alexa Dore, Global Travel & Trade Representative // Alexa.Dore@travelersouthdakota.com

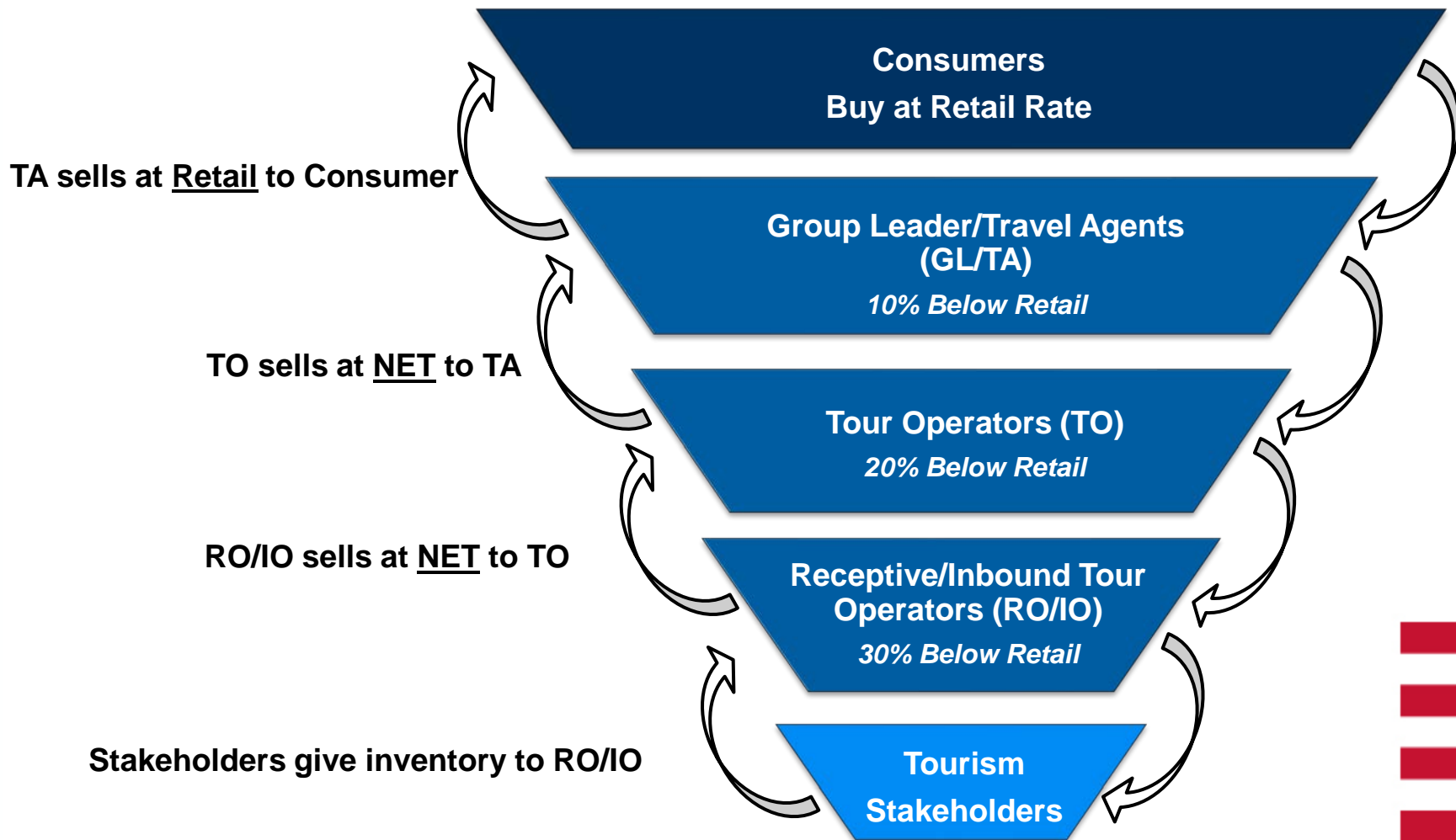
Calley Worth, Global Travel & Trade Representative // Calley.Worth@travelersouthdakota.com

SouthDakota.com

GREAT FACES. GREAT PLACES.

[f](#) [t](#) [in](#) [v](#)

Tiered Confidential NET Rates



But There is Work to do!



Operational Considerations:

- ✓ By category of business
- ✓ By type of visitor – FIT, Group DMC
- ✓ Operational support documents

Accommodation Selling

- ✓ It's an opportunity
- ✓ International market is different than domestic business
- ✓ Think in terms of season, day of week, room type
- ✓ Decide on traditional or dynamic - Ideally both!
- ✓ Consider free sell vs. room allotments
- ✓ Cutoff date that works for you
- ✓ Stop sells on dates that close out
- ✓ High demand rates preferred over blackouts
- ✓ Make this work for you by knowing your business
- ✓ Benefits of working with inbound operators
- ✓ Work with partners, competitors and other destinations around you
- ✓ Provide upgrades that can be sold

Season Start	Season End	Days of Week	Type	RETAIL	TO Rate
2019 April					
4/1/2019	4/30/2019	Sun-Thurs	Deluxe	\$xxx	\$xxx
4/1/2019	4/30/2019	Fri-Sat	Deluxe	\$xxx	\$xxx
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1/1/2020	3/31/2020	Fri-Sat	Deluxe	\$xxx	\$xxx
1/1/2020	3/31/2020	Sun-Thurs	Executive Suite	\$xxx	\$xxx
1/1/2020	3/31/2020	Fri-Sat	Executive Suite	\$xxx	\$xxx



Destination Awareness

Destination Description



Timing



FIT & Group Friendly Dining



Tour Guide/Step-On



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



Accessibility & ease of access – to the destination & to each other



Testimonials



Maps

- ✓ Accessibility
- ✓ Juxtaposition of your destination
 - Destination focused
 - Day trip, pass through, overnight
- ✓ To/from major regional cities
- ✓ Great stops along the way en-route to



Marketing & Promotion

Resources
galore

Build
relationships

Keep it simple

It's the
easy part!

*It is up to you to have a plan to build your relationships
and communication with the travel trade/inbound operators*

Engage With the Travel Trade/Inbound Operators

Local, State, Regional,
National



& International Offices



FAMs & Site Inspections



Your product, service, or destination

Build Your Relationships



U.S. TRAVEL
ASSOCIATION



Travel Media Resources



WHAT'S YOUR NEXT STEP?

- ✓ Continue to learn about the travel trade
- ✓ Create 'sellable' products, services and itineraries (FIT/Group/DMC/MICE)
- ✓ Implement the internal preparation
- ✓ Partner and promote within your destination
- ✓ Make the commitment because IT IS worth it!
- ✓ *"Develop repeat, volume, consistent business"* by working with the travel trade

IITA Summit

St. Pete Clearwater
February 2–5, 2020

*The only one-on-one appointment marketplace
for inbound tour operators and U.S. Suppliers to plan travel for international visitors*

Registration Fees

Members:

- DMO/Supplier: ~~Regular \$995~~
 - 50% discount: \$497.50

Nonmembers:

- DMO/Supplier: ~~Regular \$1,995~~
 - 50% discount: \$997.50

IITA Membership Dues

Membership Category	Dues Amount
DMO- CVB/City	\$695
DMO- State/Region	\$995
Supplier- Corporate	\$995
Supplier- Individual	\$695

ROI Results in Working with the International Travel Trade/Inbound Operators



"From a small seed a mighty trunk may grow." – Aeschylus

*"The first principle of success is desire - knowing what you want.
Desire is the planting of your seed." – Robert Collier*

Welcome to South Dakota and Mount Rushmore!

