



# Contracting with International Travel Trade

*South Dakota*





# WHAT WE'LL COVER

- Industry Terms
- Why Target International Travel Trade
- What is a Receptive Tour Operators
- Channels of Distribution
- Pricing Structure
- How to Get Started





# Terms

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- 
- Receptive Tour Operators
    - Always based in United States
  - International Tour Operators
  - International Travel Agents

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# Why Target International

A person wearing a black cap and a large teal backpack is seen from behind, standing on a rocky mountain ridge. They are looking out over a vast landscape of jagged rock formations and dense evergreen forests under a blue sky with scattered white clouds. The person's right arm is extended, resting on the rock.

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# Why Target Travel Trade?

- Booking patterns and channels
- Advance bookings
- More time & money
- Off season visitation





# Benefits of working with Receptive Tour Operators

- English Speaking
- U.S. Based
- Time Zones
- Cancellation
- \$US currency



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A person is paddleboarding on a calm lake. In the background, there are forested hills under a blue sky with some clouds. The entire image has a blue tint.

# Lets talk rates

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# Static or Dynamic?

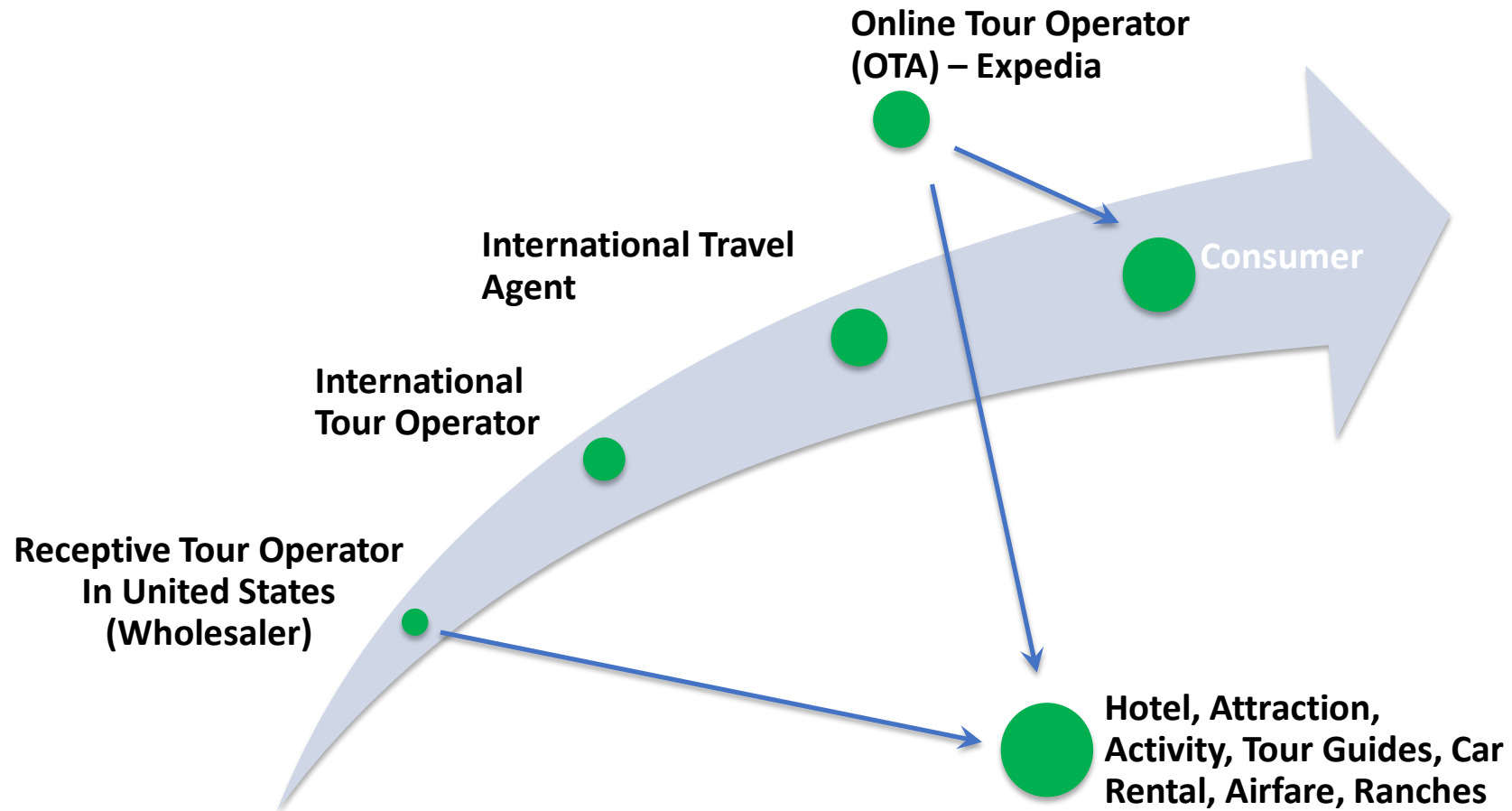
## Static Rate

A rate offered by your business that remains the same at all times, regardless of the occupancy, market trends, and demand.

## Dynamic Rate

A rate offered by your business that will continually fluctuate, based on current occupancy, market trends, and demand.

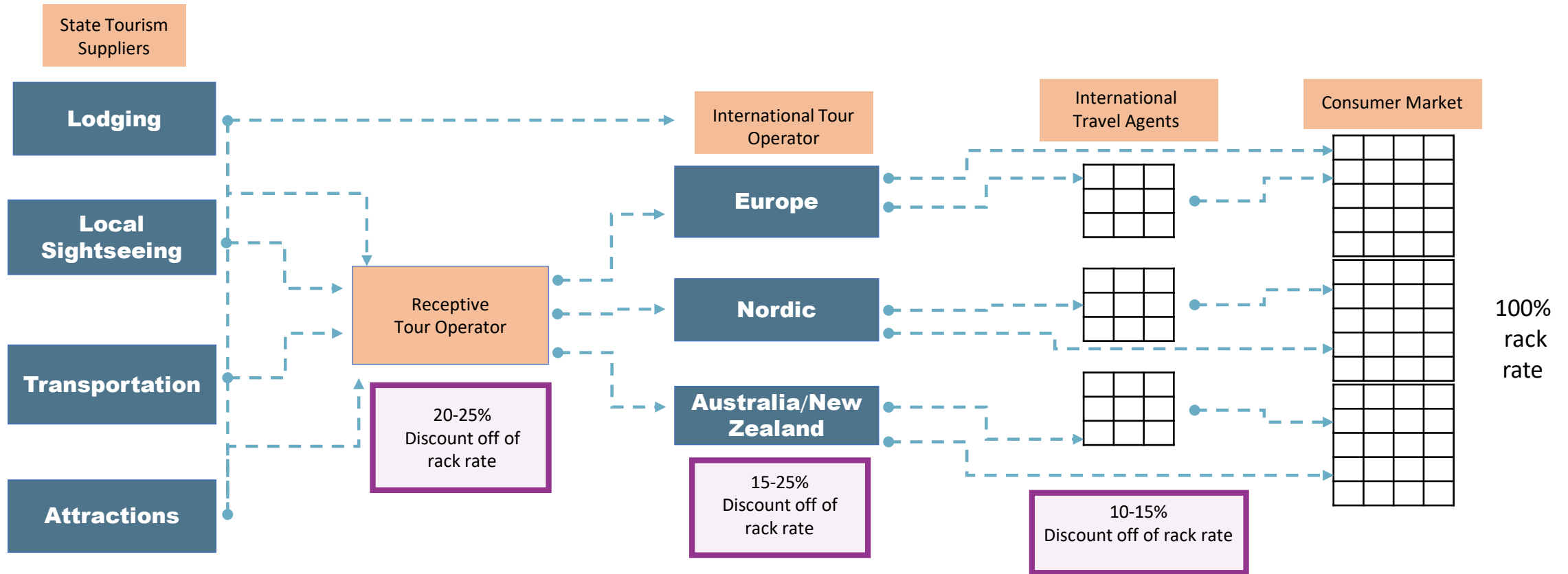




## Channels of Distribution



# Receptive Tour Operator Chain





## RATE EXAMPLE

1. Rack rate of \$100.00 per night & offering a 25% commission. (Receptive Tour Operator pays \$75.00 to supplier)
2. Receptive Tour Operator adds 10% markup and sells it for \$82.50 to the International Tour Operator.
3. International Tour Operator adds 10% markup and sells it for \$90.75 to the Travel Agent.
4. Travel Agent adds 10% markup and sells it for \$99.83 to \$100.

\*This rate should match your online rate







## **Voucher Program**

Attraction, Experience, Day Tour, Transportation

Digital or Hard Copy

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# Reach Example

1 receptive x

40 tour operators x

100 travel agencies x

5 travel agents x

10 frequent clients

=

200,000 potential travelers reached from one  
single receptive tour operator

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**Now what?**

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# Jump in!

- Introduction to Receptive Tour Operators
  - Different receptive tour operators specialize in different international markets
- Familiarization Tours
- Being in constant communication with your City DMO, Regional Association, and State Tourism Department
- Attending Trade Shows





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