



INTERNATIONAL PRODUCT DEVELOPMENT & PRICING WORKSHOP

DATE/TIME: Wednesday, February 22, 2023

Registration - 8:30 a.m. | Program - 9 a.m. - 12 p.m.

LOCATION: Black Hills Visitor Information Center, 1851 Discovery Circle
Rapid City, SD 57701 | I-90 Exit 61

PRESENTERS: Jennifer Ackerson, Chris Pilley, Cole Irwin

INBOUND INSIDER: STEPS TO SUCCESS

The South Dakota Department of Tourism is excited to bring the Inbound Insider: Steps to Success program to Rapid City. This **FREE** education program was designed by Alon Marketing and the International Inbound Travel Association. The program is for Destination Marketing Organizations (CVB's and Chamber of Commerce) and tourism stakeholders (hotels, attractions and sightseeing tours) to increase international tourism ROI by providing tools, resources, and the know-how to work effectively with the international travel trade.

The 3-hour course will provide a strategic framework on inbound marketing, principles and tactics to help those interested in welcoming international visitors to their destination. The program will provide valuable insights into creating, pricing, and marketing an international ready product that is sellable through channels provided during the course. For additional information contact Cole Irwin at Cole.Irwin@TravelSouthDakota.com or 605-773-3301.

The workshop is **FREE**, but you must pre-register by February 16, 2023. Register by emailing, Michelle Thomson, Black Hills & Badlands Tourism Association, at Michelle@BlackHillsBadlands.com.



JENNIFER ACKERSON
Alon Marketing Group



CHRIS PILLEY
Rocky Mountain Holiday Tours



COLE IRWIN
South Dakota Dept. of Tourism