

# INTERNATIONAL PRODUCT DEVELOPMENT & PRICING WORKSHOP

**DATE/TIME:** Tuesday, October 24, 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, Crystal Van Kull, Cole Irwin

## INBOUND INSIDER: STEPS TO SUCCESS

Travel South Dakota is excited to bring the Inbound Insider: Steps to Success program to Rapid City. This seminar is designed for any destination marketing organization, hotel, attraction, sightseeing tour or tourism related business interested in welcoming international visitors to their destination. Created by Alon Tourism Solutions & the International Inbound Travel Association, this program is free to all attendees and funded by Travel South Dakota.

The 3-hour course will provide a strategic framework on inbound marketing, principles, and tactics. Attendees will garner valuable insights into creating, pricing, and marketing an international-ready product that's sellable through channels provided during the course. For additional information contact Cole Irwin, Travel South Dakota, at [Cole.Irwin@TravelSouthDakota.com](mailto:Cole.Irwin@TravelSouthDakota.com), or Michelle Thomson, Black Hills & Badlands Tourism Association, at [Michelle@blackhillsbadlands.com](mailto:Michelle@blackhillsbadlands.com).

The workshop is FREE, but you must pre-register by October 18, 2023.

[Register Here](#)



**JENNIFER ACKERSON**  
Alon Tourism Solutions



**CRYSTAL VAN KULL**  
Rocky Mountain Holiday Tours



**COLE IRWIN**  
Travel South Dakota