

WORKING WITH THE **INTERNATIONAL** MARKET

The background features a light gray gradient with a large, light gray triangular shape pointing downwards from the top left. At the bottom, there are several overlapping, wavy, organic shapes in yellow, teal, blue, and orange, creating a modern, abstract design.

WHERE INTERNATIONAL VISITORS ARE COMING FROM

(Top Countries by Visitation)

Canada
Mexico
United Kingdom
Japan
China
South Korea

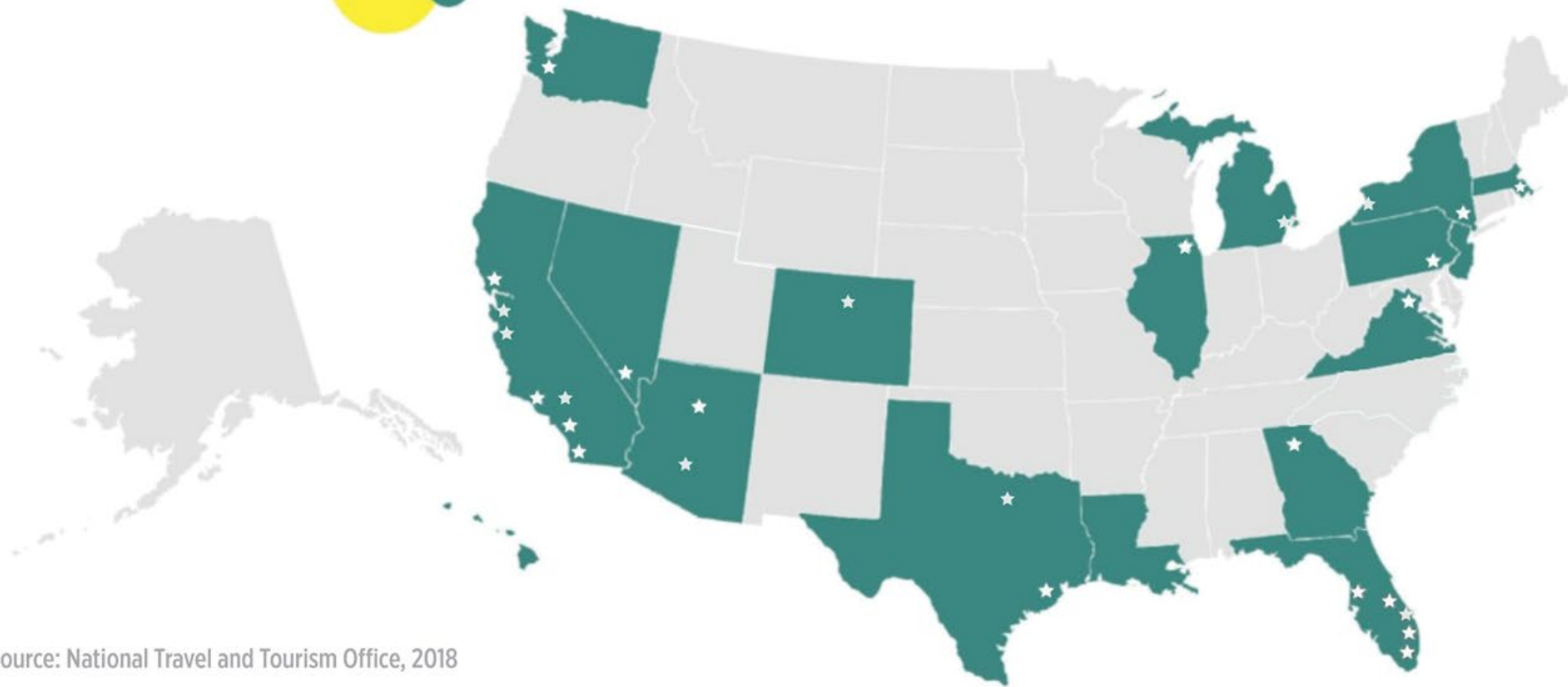
Brazil
Germany
France
India
Australia



Source: National Travel and Tourism Office, 2018

WHERE OVERSEAS VISITORS ARE GOING

(Top States and Cities by Visitation)



Source: National Travel and Tourism Office, 2018

WHAT IS A TOUR OPERATOR?

OVERSEAS TOUR OPERATORS

A tour operator is responsible for operating and providing travel through the contracting, booking and packaging together of the various components of your tour such as your hotel, transportation, meals, guides, optional tours and sometimes flight. Tour operators offer group travel packages, individual travel (FIT) or both.

Tour operators often have a large distribution networks of travel agents and/or a extensive database of consumers, allowing your product to be marketed to potentially millions of consumers in the tour operator's home country.

International tour operators may contract directly with U.S. based travel suppliers or through U.S. based receptive operators.

WHAT IS A **RECEPTIVE** TOUR OPERATOR?

RECEPTIVE TOUR OPERATORS

Receptive operators provide product for hundreds of international tour operators in many markets across the globe; they act as a wholesaler between the international tour operator and the US travel supplier.

Because of their expansive reach in multiple countries, receptive tour operators send a tremendous amount of volume to their suppliers, often year round. This volume gives receptive operators greater buying power than many international tour operators can have on their own.

TOUR OPERATOR SERVICES

Accommodations

- Hotels
- Ranches
- Bed and Breakfasts

Attractions and Transportation

- Theme Parks
- Show/Event tickets
- City Sightseeing
- Airport Transfers

Multi-Night Itineraries

- Motorcoach Tours
- Fly and Drive Tours
- City Stays

Flights (International Operators only)

- International
- Domestic connections

Car Rental (International Operators only)

THE DISTRIBUTION CHAIN

You Work With
either operator to
negotiate product rates



Each link in the chain is looking to make a minimum 5% - 10%

WHEN WORKING WITH TOUR OPERATORS

- Respond to RFPs
- Have rates and/or schedules available as early as possible
- Do not divulge net rates to consumer
- Communicate with all staff to ensure they're aware of negotiated rates
- Provide value-added promotions and offers
- Offer multi-lingual capabilities where available



DEVELOP **PRODUCT** FOR CONSUMER APPEAL

Themes

- Nature
- Shopping
- Culture
- Music
- Sports and Events
- Regional Themes
- Culinary

City Stays

- Multi-night/Single-destination

Road Trips

- Multi-night/Multi-destination





TIPS FOR DEVELOPING PRODUCT

- Know your competition!
- Educate yourself on source market needs and focus on those you are able to accommodate
- Develop local partnerships to create multi-night, inclusive packages with single booking point
- Develop regional partnerships to create multi-night, multi-destination packages
- Utilize and promote seasonal pricing
- Utilize Channel Manager to allow low touch, greater flexibility of rates/availability
- If seeking group business, develop a group rate calendar
- Have Hi Res images and mini videos available for promotion (Social Media)
- Focus on experiences
- Utilize your State and Local Tourism Offices for relationship development in building new partner-focused product



BENEFITS OF WORKING WITH TOUR OPERATORS

An agreement with a single receptive operator can **create worldwide awareness and exposure of your product** to hundreds of international tour operators throughout the world.

Contracting with a reputable receptive operator **reduces risks** associated by multiple contracts with international tour operators in many markets.

Working with a receptive operator is **the most cost-effective way to create brand awareness**, only pay when your product is sold. They are typically no upfront costs.