

The Great Global

# TRAVEL TRADE

SHOW GAME



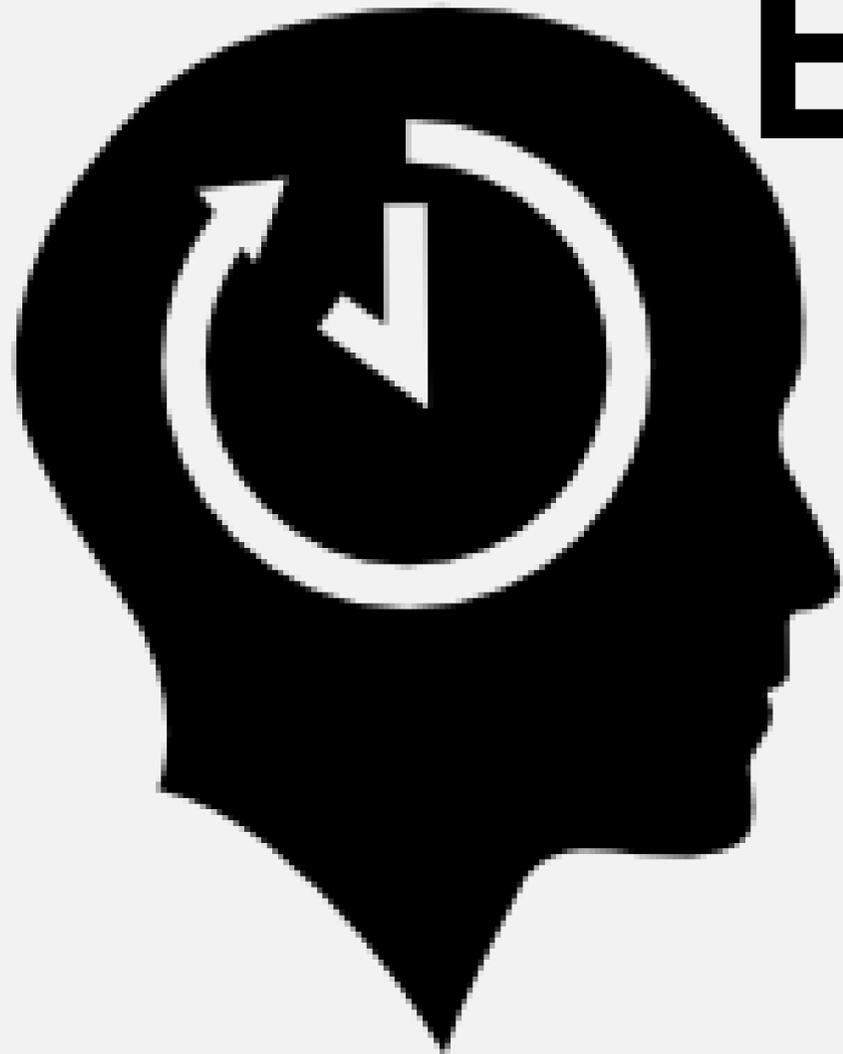
# COME ON DOWN

TOURISM OPERATORS



““ You have been encouraged to make application to attend a trade show.”

# EXERCISE #1



DESCRIBE YOUR TOURISM OFFER IN 150 WORDS.

# QUESTIONS...



## ONE

Have you mentioned the experience?



## Two

Have you indicated the market?



## Three

Have you mentioned you are on one of the Touring Routes: Great Southern Touring Route, Go Beyond Melbourne?





# REMEMBER

## THIS IS LIKE SPEED DATING

You have about three minutes for **BOTH** of you to take this relationship to the next stage

# FIRST APPOINTMENT

Your first appointment is with Herr Schmidt from Lederhosen Risen

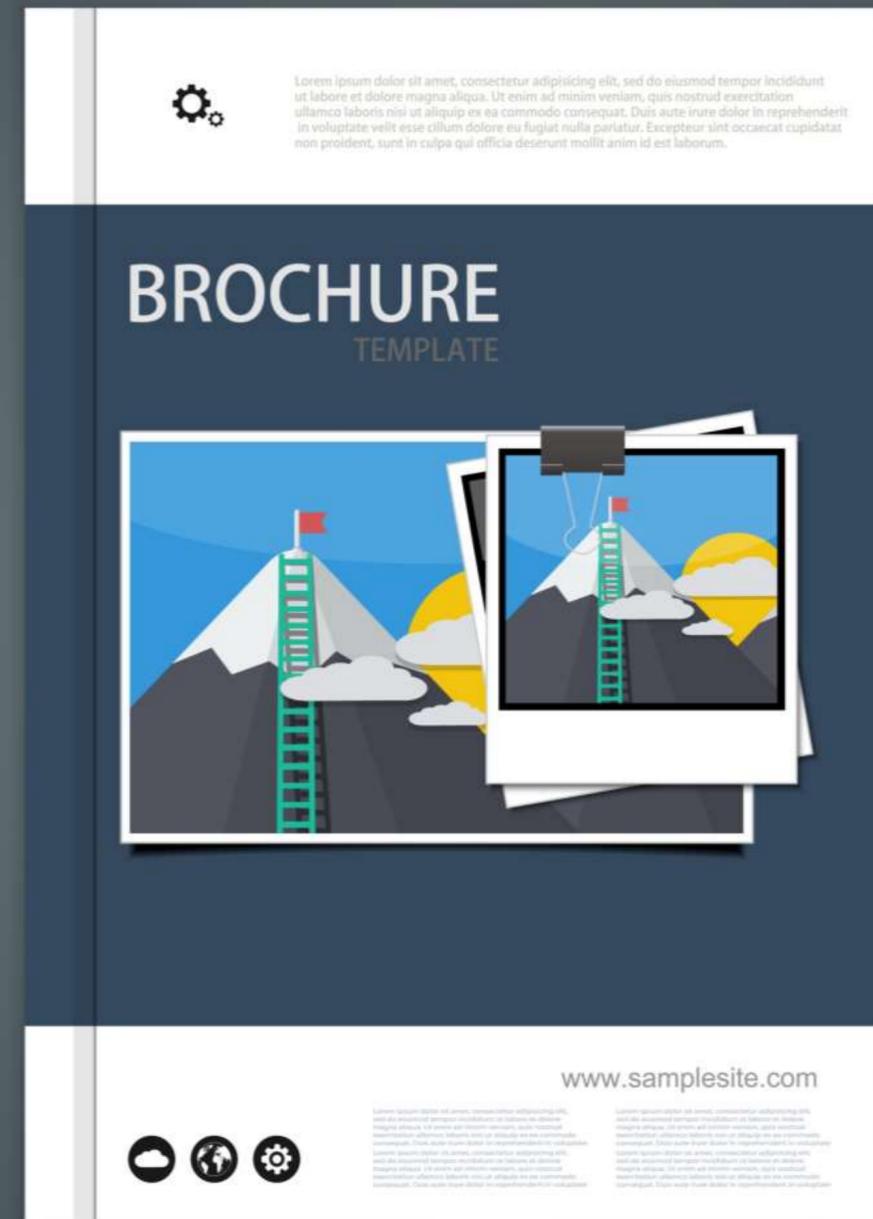


# GOOD WORK

# HERR SCHMIDT LIKES WHAT YOU TELL HIM ABOUT YOUR PRODUCT!

# HE WANTS TO FEATURE YOU IN HIS LEDERHOSEN RIESEN PROGRAM

# HE HAS REQUESTED 5 THOUSAND EURO TO BE INCLUDED IN HIS PROGRAM.



# EXERCISE #2



IS THIS LOVE AT FIRST SIGHT?

HAVE YOU HIT THE JACKPOT?

WHAT QUESTIONS DO YOU WANT HERR SCHMIDT TO ANSWER BEFORE YOU AGREE TO THIS PARTNERSHIP?

# THE FACTS

ABOUT HERR SCHMIDT AND LEDERHOSEN RIESEN

## **i One**

Herr Schmidt is the Senior Product Manager with Lederhosen Riesen – and can contract new product into their program.

## **i Two**

Lederhosen Riesen is a wholesaler dealing with over 300 Retail Travel Agents and each year books over 5 thousand clients on 'Great Southern Touring Route', 'Go Beyond Melbourne'?

## **i Three**

Lederhosen Riesen is a Luxury Operator who requires daily departures and free sale if your product. Herr Schmidt wants an allocation of your rooms.

## **i Four**

Herr Schmidt wants a response to bookings within 24 hours.

# THE FACTS CONT.

ABOUT HERR SCHMIDT AND LEDERHOSEN RIESEN

## **i** Five

Lederhosen Riesen Terms of Trade are to settle your accounts within three months.

## **i** Six

This single partnership could deliver enough customers to make you a very successful business.

## **i** Seven

Lederhosen Riesen will expect you and your staff to assist with the training of their retail agents – In Market Training.

## **i** Eight

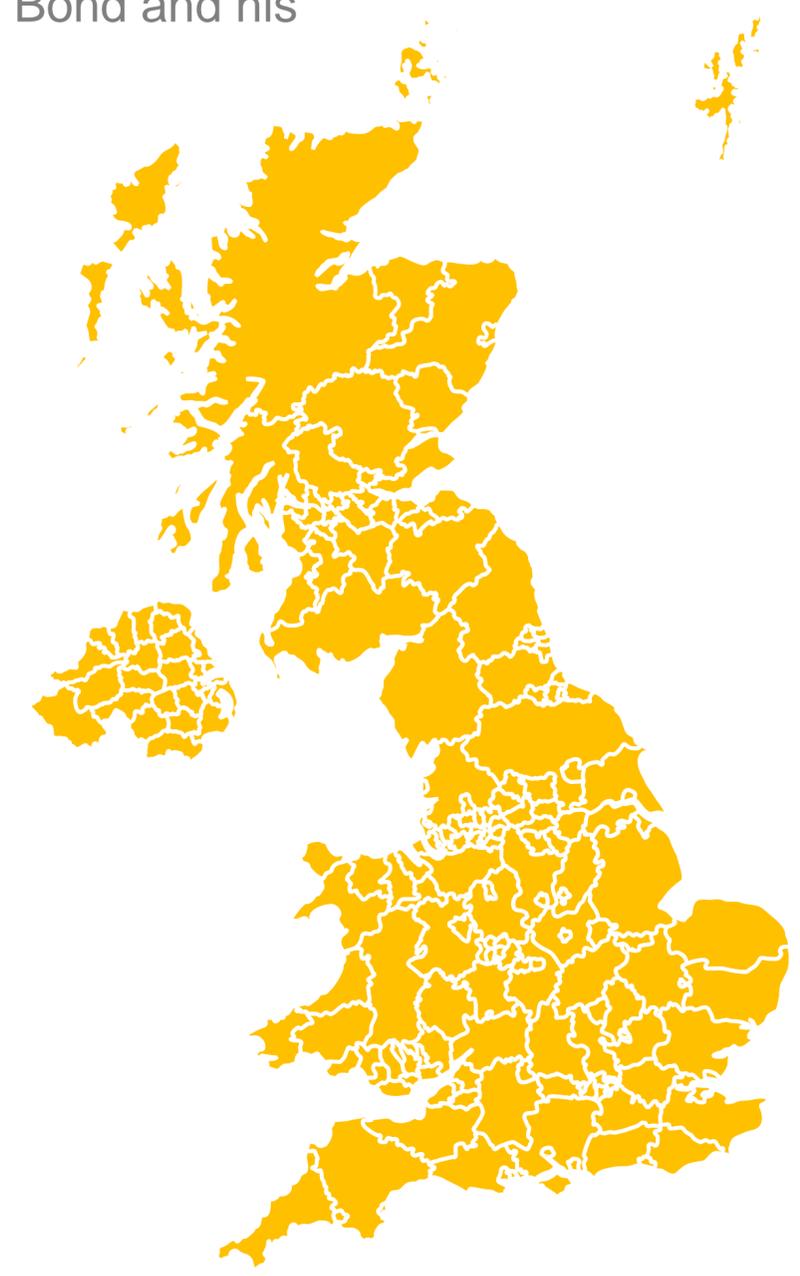
Lederhosen Riesen will want you to support Agent familiarisations.

# SECOND APPOINTMENT

Your second appointment is with a retail travel agent from the UK. His name is Roger Bond and his company is bowler Hat Tours.



**ROGER BOND**  
FROM  
BOWLER HAT TOURS



# EXERCISE #3

Mr Bond says he is keen to experience first hand your product (tour / attraction / accommodation) and would like to bring a small party with him to better understand the experience.

**IN SHORT. HE WANTS AN INDUSTRY FAMILIARISATION.**

**HE WANTS YOUR RATE SHEET.**

What do you need to know before you enter into this partnership?



# THE FACTS

## ONE

Bowler Hat Tour sold three bookings to the Great Southern Touring Route over the last three years.

## TWO

Roger Bond works from home and runs slide show presentations at the local hotel to attract clients.

## THREE

Roger Bond has promised his wife and family an 'exotic holiday' and is very keen to be hosted and subsidised.

## FOUR

Never – Never give a retail agent your net rates.....ONLY rack rate.

## FIVE

Unfortunately not every link in the distribution chain act in a professional and ethical manner.

## SIX

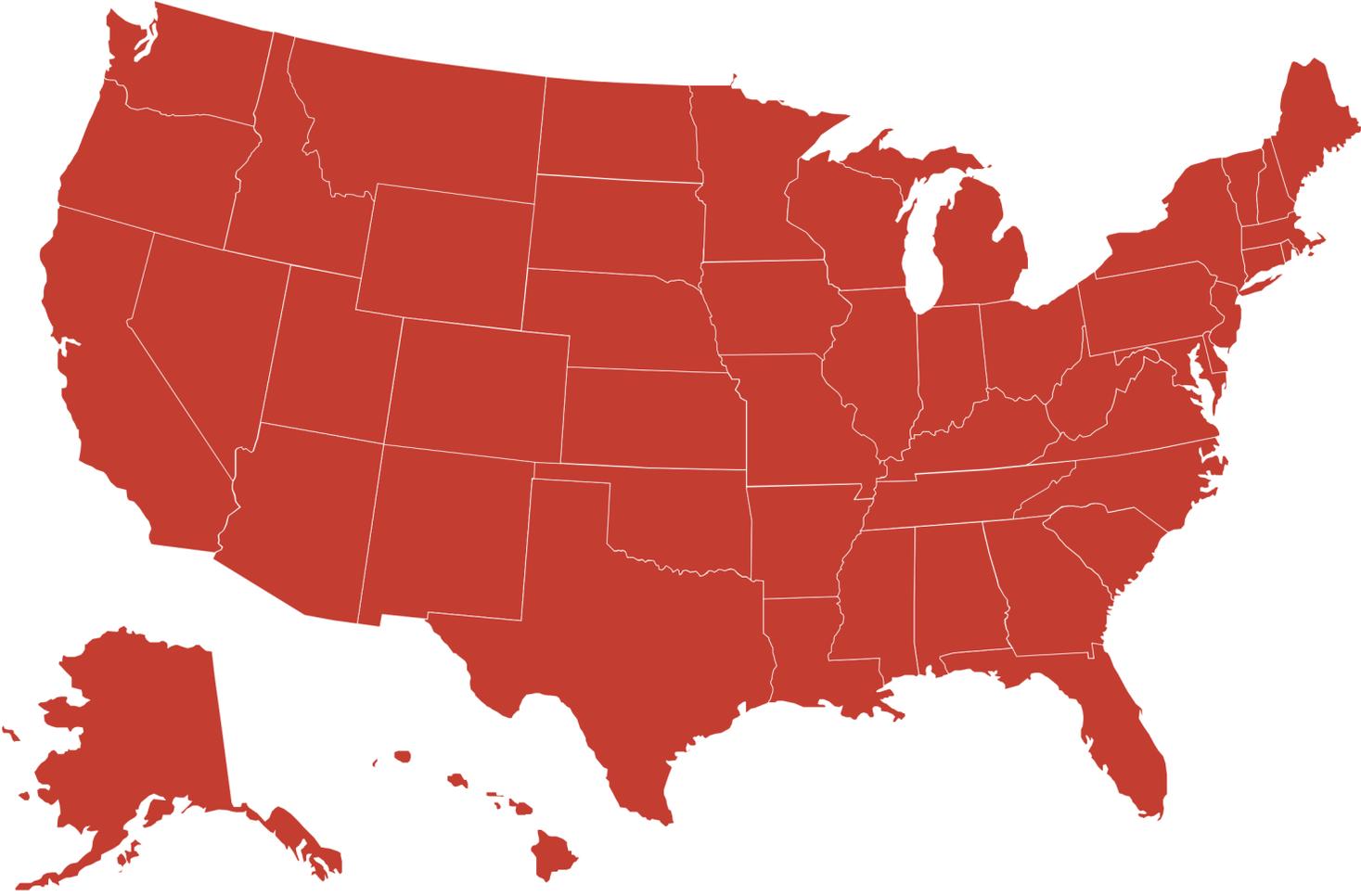
Roger Bond and Bowler Hat Tours should be reported to your National Tourism Authority and Travel Agent Board.

# THIRD APPOINTMENT

Appointment Number 3 is an American online travel agent that sells travel directly to a massive data base.

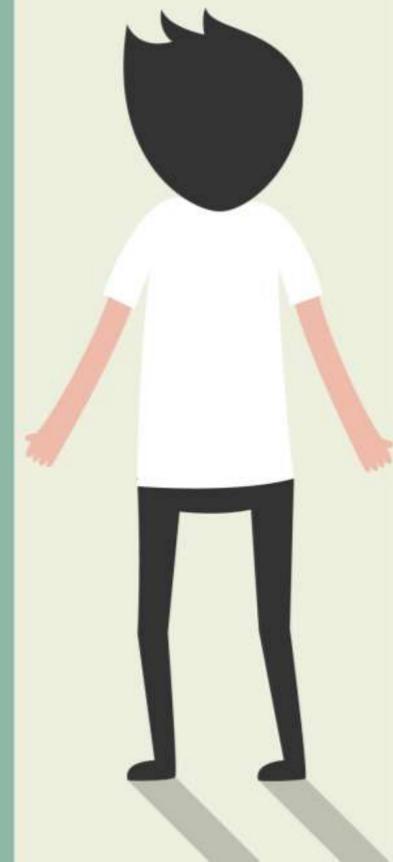
His name is Chuck Trump (no relation) and his company is 'Worlds Greatest Tours'.

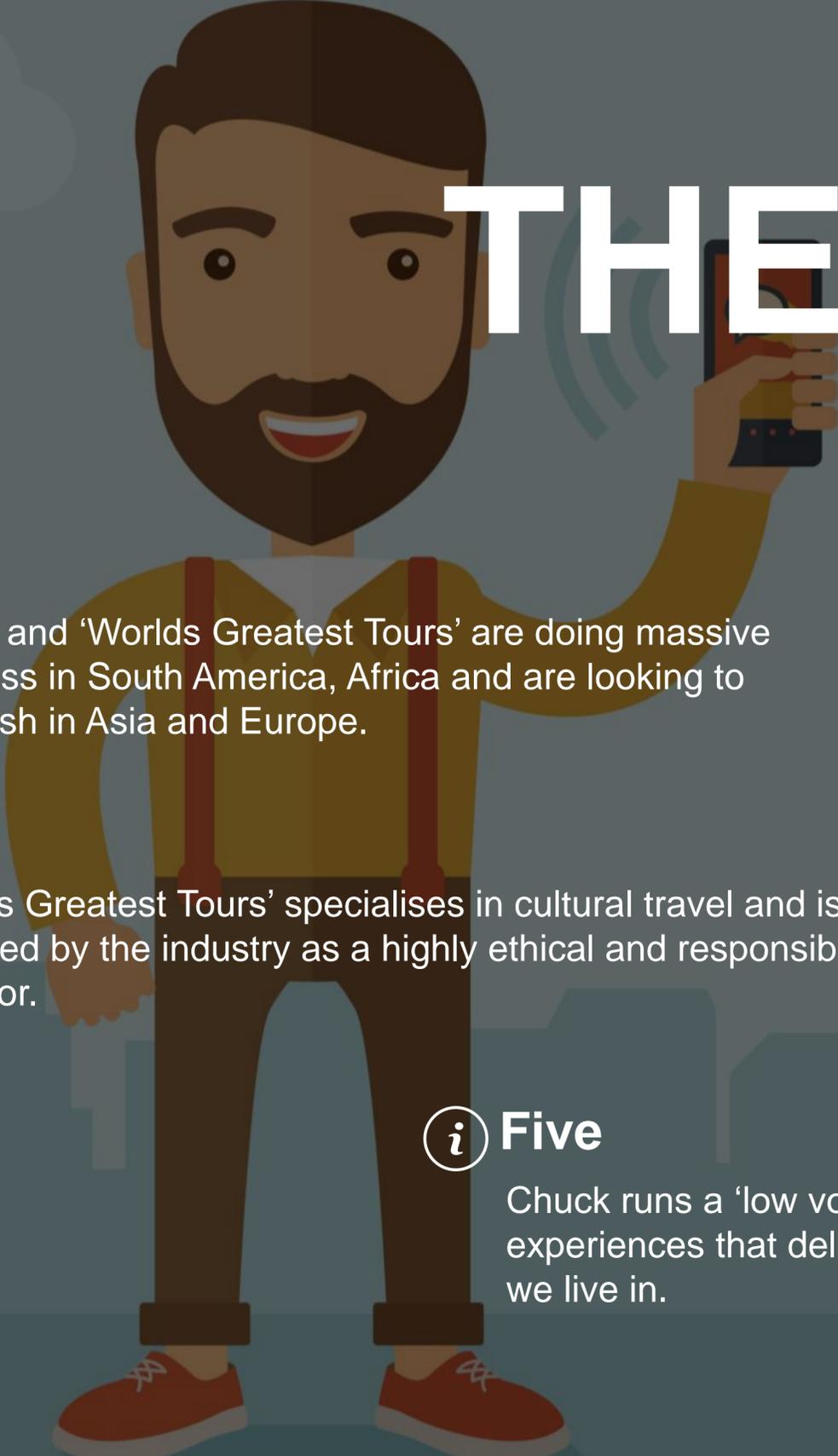
Chuck wants images and video clips of your product to include in his travel blog.



# EXERCISE #4

How do you respond to Chuck's request? What do you need to know about Chuck and 'Worlds Greatest Tours' before you partner and support Chuck and his company.





# THE FACTS

## **i One**

Chuck and 'Worlds Greatest Tours' are doing massive business in South America, Africa and are looking to establish in Asia and Europe.

## **i Two**

'Worlds Greatest Tours' specialises in cultural travel and is regarded by the industry as a highly ethical and responsible operator.

## **i Five**

Chuck runs a 'low volume' but 'high yield' tour with a focus on experiences that delivers learning – about self and the world we live in.

## **i Three**

Chucks data base are graduates of universities who have graduated in cultural studies and environmental science.

## **i Four**

'Worlds Greatest Tours' includes legitimate research into their tours and makes significant financial contributions to maintain the cultural and environmental integrity of the places they visit.

# CONCLUSION

## ONE

Listen before you talk. Tailor your presentation to the specific needs of that particular appointment.

## TWO

It's all about trust. You trusting them and they trusting you!

## THREE

Don't expect immediate results...working with the trade is a 'long haul' experience.

## FOUR

Trade shows are just a part of your industry engagement strategy.

# Conclusion

## FIVE

Follow Up...Follow Up...Follow Up. You must work the distribution system. Talk to the few who talk to the many.

## SIX

Don't forget....You always have the right and capacity to not accept a booking.

## SEVEN

Explore partnerships with compatible product to reduce the cost (staffing and finance) of attending Trade Shows and working with the Travel Trade.

## EIGHT

Trade Shows are a business opportunity. Don't let the social aspects compromise your capacity to do business.



**REMEMBER**

HAVE FUN!