

Introduction to Inbound Travel Trade



International Inbound Travel Association



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OPENING REMARKS



Michele Cota

Discover New England



Lisa Simon

International Inbound Travel Association



IITA STAMP OF APPROVAL



**Attend Steps 1, 2, & 3
and
- Submit One-Pager
for Review
And
- provide Net Rates
Put your knowledge to work
with IITA Inbound Operators!**



**** IITA SPECIAL ****

It's *Easy!*

Complete Steps 1 - 3

AND

your One-Pager

20% OFF Membership

AND

Summit Registration



THE TRAVEL TRADE ARE LOOKING FOR YOU!

Your place to meet the leading U.S. Inbound Operators!



Business Appointments
Education and Industry Updates
LOTS of Networking

Affordable * Intimate * Effective

February 11-14, 2024

<https://inboundtravel.org/summit/summit-2024/>



TODAY'S PRESENTERS



Taunya Wolfe Finn
Wolfe Adventures & Tours



Jennifer Ackerson
Alon Tourism Solutions



Julie Katz
TourMappers North America



GOAL: BUILDING YOUR TOURISM MARKET

NEW ENGLAND

Tucked into the northeast corner of the United States, New England is a region of tall mountains, rich farmland, wind-swept seacoasts, and everything in between. Steeped in history and full of spirit, it is home to some of the nation's most popular attractions, universities, and sports teams. Four distinct seasons and the perfect mix of big cities and small towns make New England a favorite travel destination.

Start planning your getaway today!



2022 Estimated overseas Visitors **1.916M**
and spend estimated **\$4.52B**

2019 **3.085M** overseas visitors
and spend about **\$7.06B**

As of June 2023, Massachusetts is at **84%** of 2019 for overseas arrivals excluding Canada & Mexico.
(New York is at 75%. USA is at 76%.)

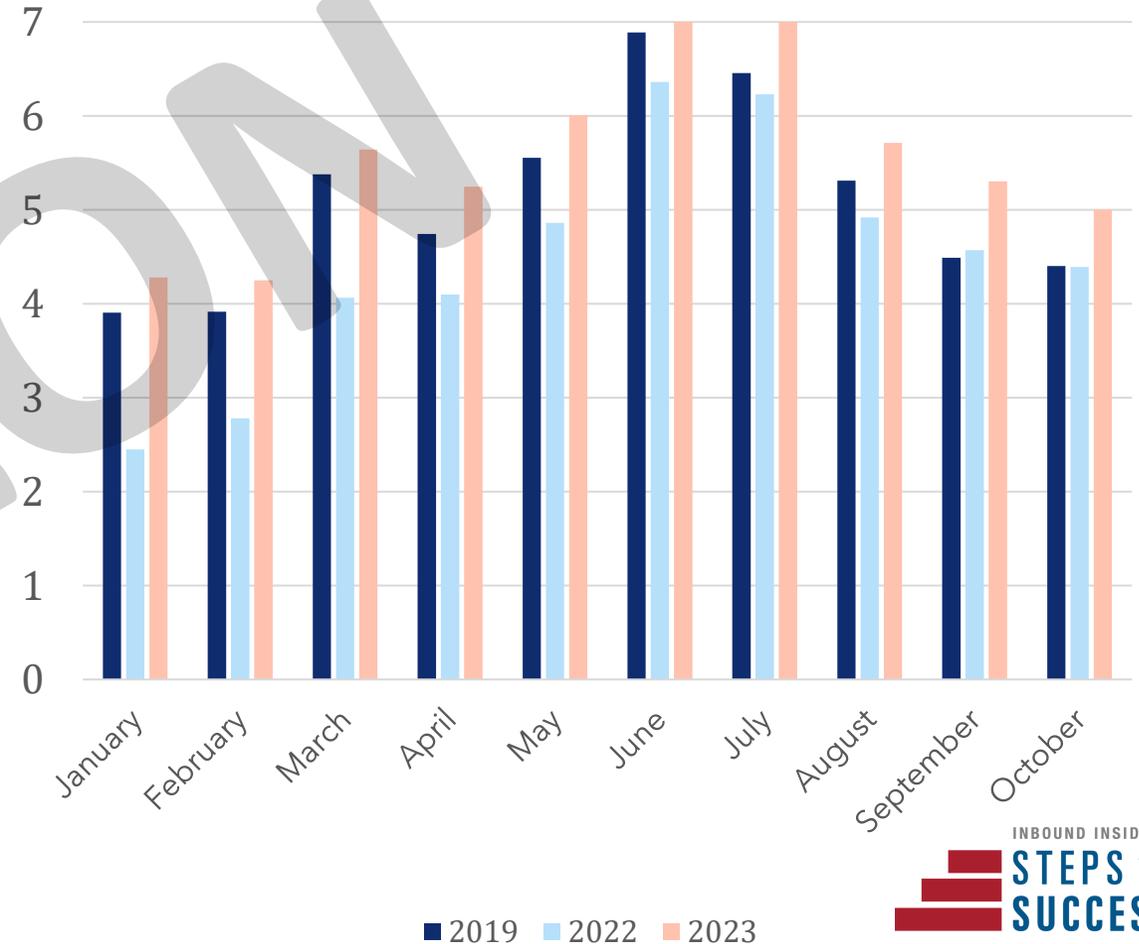
DOMESTIC TRENDING OVERSEAS

2023 U.S. Citizen Departures to International Regions

In October 2023, U.S. Citizen Air Passenger Departures from the United States to foreign countries totaled **5.004 million**

+13.9% compared to October 2022

Exceeding October 2019 volume by **13.7%**



Source: NTTO October 2023, <https://www.trade.gov/data-visualization/apisi-92-monitor>

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TRAVEL TRADE

Travel Trade are companies that sell or package travel; 3rd party businesses (B2B)
Interchangeable terms to refer to the travel trade.

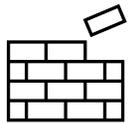
- ✓ Travel Trade
- ✓ Reseller
- ✓ Buyer
- ✓ Travel Agent (TA)
- ✓ Tour Operator (TO)
- ✓ Meetings Incentive Congress Exhibition (MICE)
- ✓ Wholesaler (WS)
- ✓ Online Travel Agent (OTA)
- ✓ Receptive/Inbound Operator (RO/IO)
- ✓ Destination Management Company (DMC)
- ✓ Event Planner/Corporate Meeting Planner
- ✓ Bedbank
- ✓ Unique Buyer Type

TODAYS AGENDA



Key Concepts:

1. B2B vs B2C
2. Thinking in terms of how visitors arrive
3. International vs. domestic travelers
4. Value of working with 3rd parties/B2B
5. Levels of the travel trade



Implementation:

1. Communication Assets to Activate the Sales Funnel
2. Bookable product (in advance)
3. Tiered NET rates
4. Smooth Operations

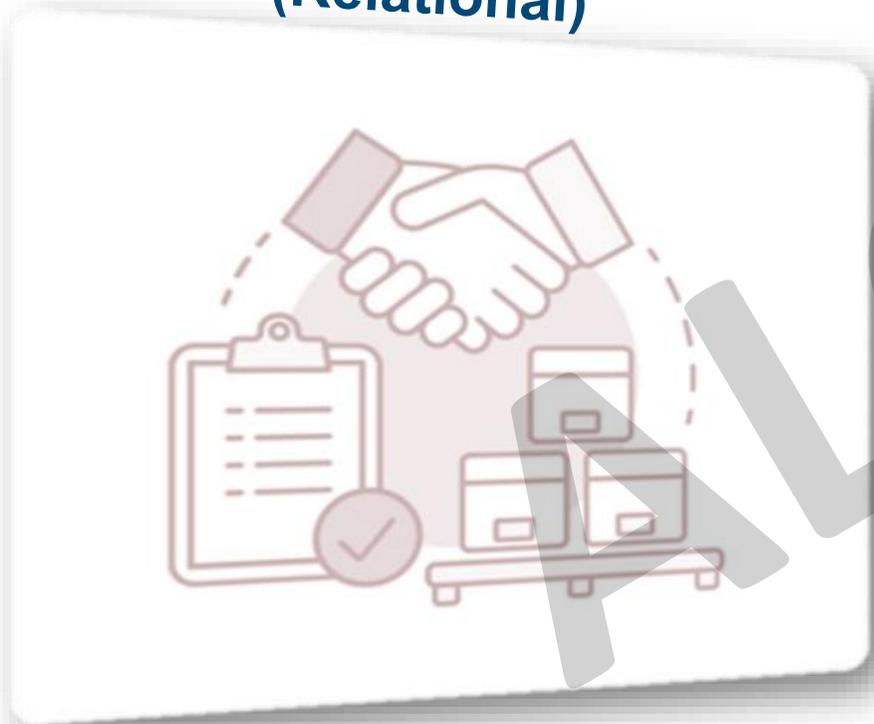
ALON

Key Concepts



B2B VS B2C

Business to Business
(Relational)



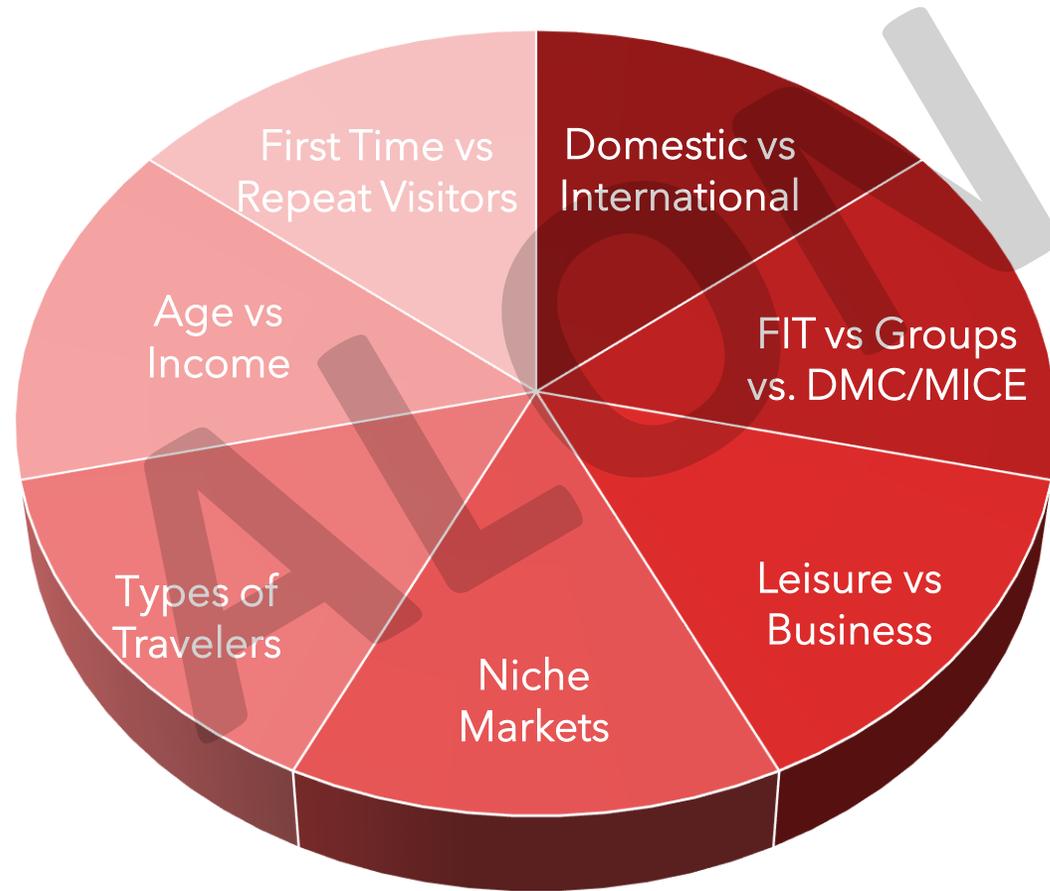
Business to Consumer
(Transactional)



vs.



HOW VISITORS ARRIVE



HOW VISITORS ARRIVE AFFECTS EVERYTHING ABOUT YOUR SUCCESS

- ✓ The **products and services** you create
 - ✓ Who you work together with as **partners** and resources
- ✓ How you track your business and when to expect **results**
- ✓ How you **operate**
- ✓ How and where you **sell**
 - ✓ The **associations** you belong to
- ✓ The **technology and connectivity** you use

FIT

FIT (Foreign Independent Travelers)

- ✓ Individuals, families, couples, less than 10 pax
- ✓ Arrive on their own or public transportation
- ✓ (Fly & Self-drives)
- ✓ Arrive pre-paid to the trade for their travel expenditures



TourMappers specializes in making unique products in distinctive regions of the U.S. accessible to the international tour operator.

Our properties lend themselves to the destination, and we offer pre-packaged self-drives that enrich the traveler's experience.

We have what your customers want.... under contract and on allotment.

DISTINCTIVE PROPERTIES

INNS
PLANTATIONS
RANCHES
WINDJAMMERS
LODGES
B&BS
RIVER CRUISES
RESORTS

FLY-DRIVES FOR EACH DESTINATION

NEW ENGLAND
MID ATLANTIC
SOUTHEAST
GREAT LAKES
MOUNTAIN WEST
SOUTHWEST
PACIFIC COAST

ETC...

PRIVATE & SCHEDULED TOURS
ATTRACTIONS
EXCURSIONS
ISLAND FERRIES
SPORTS TICKETS
AIRPORT TRANSFERS

[View our FIT Hotels & Self-Drives Online Brochure](#)



GROUP

Group Visitors (Typically 10 or more)

- ✓ Purpose or theme
- ✓ Arrive on a chartered vehicle
- ✓ On a timed itinerary

New England

From Downeast Maine to Connecticut... lobster bakes & boats, schooner sails, Boston's Freedom Trail, Vermont's local farms, Newport's Grand Mansions, the White Mountains, whaling, Maritime adventures, kayaking, railways, small home town explorations, famous ships, oyster farms, cranberry bogs, island life and more...

High End Private Tours, Shore Excursions, Student Travel, Travel With Faith



New England Fall Foliage

VIEW TOUR



Cape Cod's Biology Exploration!

VIEW TOUR



Soup to Nuts Receptive Services

VIEW TOUR



Step On Tours

VIEW TOUR

Wolfe Adventures & Tours' Story...

Welcome to your next great tour experience!

We LOVE what we do! It's not a job. It's our life.

It's our goal to make sure you go back home and get to tell everyone about your amazing time! (They'll break down the door to look at your photos, no bribery needed!)

We get to see "light bulb" moments of students and even adults when they stand right where history happened.

We work with you on YOUR tour. It's not our experience, it's yours. We've got a ton of experiences of our own to help out and know where to find great restaurants, hikes, local guides.

Escape to places you've always thought about going...from near to far.

SO.

In 2002, Wolfe Tours became a reality as a local step-on company and has grown into a Group Tour Operation, specializing in customized day and overnight tours for students and adults.

One call does it all for small to large groups for your transportation, hotel, sites, hands-on activities and meals. Or you might be and need help with all the other great inclusions. We've searched and found many great experiences for everyone to Facebook, tweet or even send a postcard back home!

For groups that are looking for evening or day activities, we've created specialized tours:

- 90-Minute walking tour – "Spirits & Mayhem" of Boston & one for Salem
- Hikes/woods walks in Massachusetts
- "Behind the Scenes" Movie Tours including Boston, The North Shore/Cape Ann and Lowell

As a Receptive Operator, Wolfe steps behind the scenes and is able to provide local tour services and pass on professional rates whenever possible. Soup to nuts or day activities are possible and based on your company needs.



Walking Tour of Salem

VIEW TOUR



Boston and Harvard

VIEW TOUR

DMC & MICE

DMC (Destination Management Company)
& MICE (Meeting, Incentive, Conference/Congress,
 Exhibition)

- ✓ Custom, events, VIP, unique, one-of-a-kind experiences




RMP TRAVEL
 Destination Management Company

RMP Travel, Inc.
A Destination Management Company

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USA - CONVENTIONS & CONGRESSES

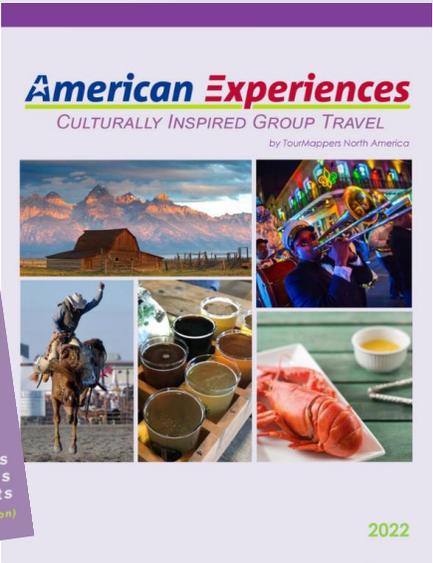
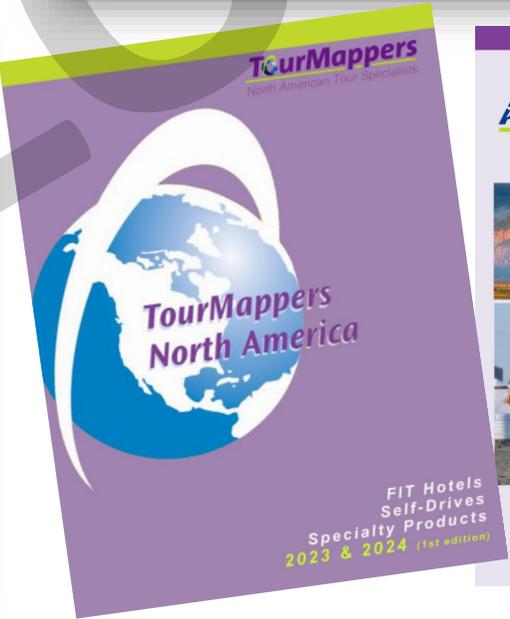
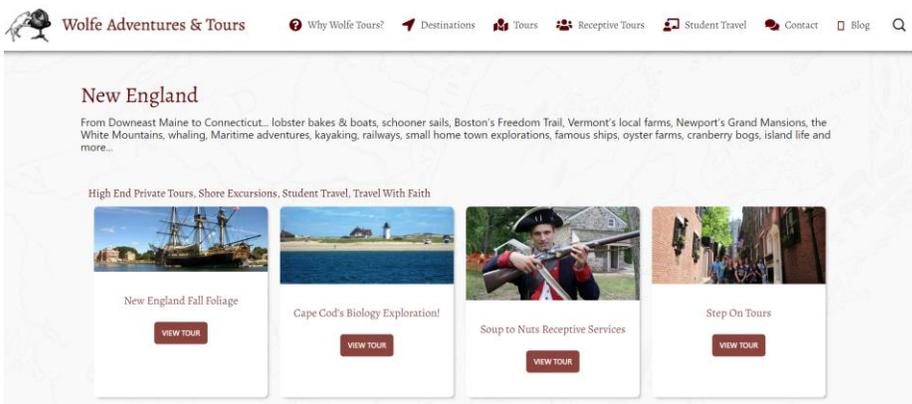
American Association of Critical Care Nurses	2023	MAY 14- MAY 27	PHILADELPHIA
PEGS Boston 2023	2023	MAY 15- MAY 18	BOSTON
Bio-It World Conference & Expo	2023	MAY 16- MAY 18	BOSTON
American Thoracic Society International Conference	2023	MAY 19- MAY 24	WASHINGTON DC
The Electrochemical Society Spring Biannual Meeting	2023	MAY 29- JUN 1	BOSTON
American Society of Clinical Oncology	2023	JUN 2- JUN 6	CHICAGO
American Society of Transplantation: American Transplant Congress	2023	JUN 2- JUN 8	SAN DIEGO
American College of Veterinary Internal Medicine	2023	JUN 13- JUN 16	PHILADELPHIA
American Diabetes Association	2023	JUN 23- JUL 26	SAN DIEGO
American Ambulance Association Annual Conference	2023	JUN 23- JUN 30	LAS VEGAS
ADHA 2023 Annual Conference & Exhibition/American Dental Hygienists Association	2023	JULY 7- JUL 9	CHICAGO
American Orthopedic Society for Sports Medicine Annual Meeting	2023	JUL 13- JUL 15	WASHINGTON DC
Cardinal Health, Inc. Retail Business Conference & Pharmaceutical National Meeting	2023	JUL 20- JUL 22	BOSTON
Society of Cardiovascular Computed Tomography Annual Scientific Meeting	2023	JUL 28- JUL 29	BOSTON
American Psychological Association Annual Meeting	2023	AUG 3- AUG 6	WASHINGTON DC
American Sociological Association	2023	AUG 15- AUG 23	PHILADELPHIA
Congress of Neurological Surgeons Annual Conference	2023	SEP 11- SEP 13	WASHINGTON DC
New Hope Network/ Natural Products Expo East	2023	SEP 16- SEP 25	PHILADELPHIA
American Association of Oral & Maxillofacial Surgeons Annual	2023	SEP 20- SEPT 23	SAN DIEGO
Emergency Nurses Association Annual Conference	2023	SEP 21- SEP 24	SAN DIEGO
National Electrical Contractors Association Exposition & Convention	2023	SEP 23- OCT 6	PHILADELPHIA
American Society for Radiation Oncology	2023	OCT 1- OCT 4	SAN DIEGO
California Nurses Association Conference	2023	OCT 4- OCT 8	SAN FRANCISCO
American College of Emergency Physicians	2023	OCT 7- OCT 10	PHILADELPHIA

HOW THE TRAVEL TRADE ARE SELLING YOU

- ✓ Brick & mortar stores
- ✓ Product & contracting departments
- ✓ B2B & B2C tour brochures/catalogues
- ✓ Confidential tariffs
- ✓ Websites
- ✓ Call centers
- ✓ Online (OTA)
- ✓ Advertising via Sunday reader circulation
- ✓ Consumer tradeshows (USA pavilions)
- ✓ Mailings
- ✓ Newsletters



INTERNATIONAL VS DOMESTIC



Source: TourMappers North America
 Source: Wolfe Adventures & Tours
 Source: Flight Centre
 Source: White Star Tours
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VALUE OF INBOUND OPERATORS

Predictability & Control



Existing Worldwide Network



Visibility & Reach (Asset in messaging)



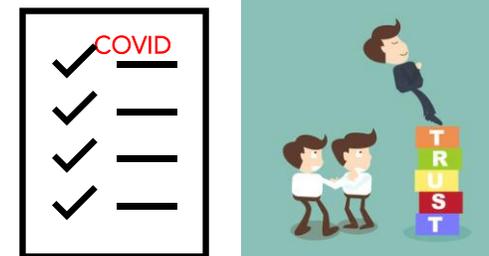
Cost for Promotion & Advertising



Relational vs. Transactional



Confidence & Reliability



HOW BUSINESS FLOWS THROUGH TRAVEL TRADE

Travel Trade (B2B) Distribution Channel (Business to Business)

Variations

LEGEND:

Consumers

Buyers

Suppliers

Wholesalers

MICE

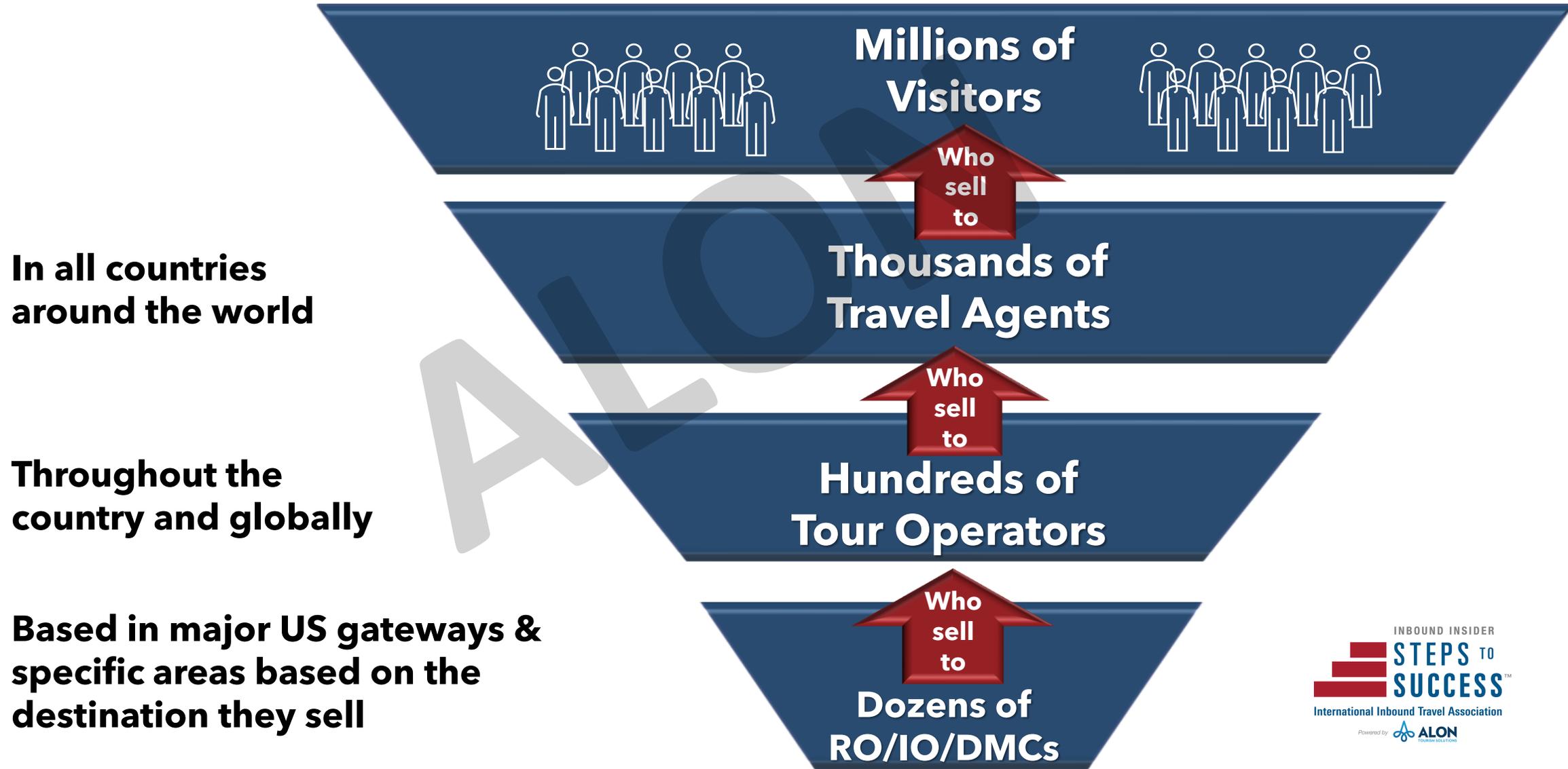
OTAs

Bed
Banks

Unique
Buyer Types



YOUR REACH & VISIBILITY WHEN WORKING WITH INBOUND OPERATORS AND THE TRAVEL TRADE



Implementation



SALES RELATIONSHIP PROCESS



- **Agree to work together**
 - Travel trade sell in advance
- **Position** product and services
 - When you need it, when you want it
- **Pricing** is established
 - Net rates are extended
- **Business** is promoted and booked
 - Long term partnerships are finessed



YOUR INTERNAL PROCESS

Products and Services

- ✓ FIT, Group, DMC/MICE

Business Profile

- ✓ To present those products and services

Agreements with NET Rates

How You Work Operationally

- ✓ Reservations, policies, systems in place, billing, etc. (All related to FIT Group, DMC/MICE)
 - ✓ Position best available need periods
 - ✓ Position partners

Marketing: Who You Work With and Why

- ✓ IITA - home of the inbound operators
- ✓ Markets (countries)
- ✓ Time of travel (need periods)
- ✓ Visitor types (FIT, Group, DMC/MICE)
- ✓ How the TT buyers promote (call centers, promotions, newsletters, tradeshow, etc.)



COMMUNICATION ASSETS TO ACTIVATE THE SALES FUNNEL

Step 2

Who? Who you are as a business and what makes you unique; your story

What? Describe and give details about the products and services you offer.

Where? Your business location(s), accessibility, proximity to landmarks, public transportation, other towns, cities, regions, etc.

When? Your product or service availability

Why? The reasons why travel trade buyers should want to work with you; your competitive advantage

How? How the travel trade works with you as a 3rd party seller for FIT, group and custom experiences

Tips:

- ✓ Be concise
- ✓ Meaningful
- ✓ Inclusive of pertinent information to sell your business and product
- ✓ Don't advertise; give practical information; answer all potential travel trade questions



Don't Forget:

- ✓ FIT
- ✓ Group
- ✓ DMC



DESTINATION KNOWLEDGE

Destination Description



Timing



FIT & Group Friendly Dining



Tour Guide/Step-On



Motorcoach Information



Unique Event Space



Seasonality



Accommodations



Accessibility Information, Resources, & Maps



Nightlife



Shopping



Annual Events & Festivals



Cross promoting with one another – Create itineraries & unique partnerships



Activities & Attractions
New experiences to keep repeat visitors coming



Accessibility & Ease of Access – to the destination & to each other



Testimonials



1. Services/products that are **tangible** and **bookable** for the 3rd party buyer can sell
2. **Operationally matched** to sell
 ✓ How its purchased and you work together
3. Think **FIT, GROUP, DMC**
4. Fall into the travel trade advance **sales cycle**

**May be existing
 and/or new
 products and
 services**



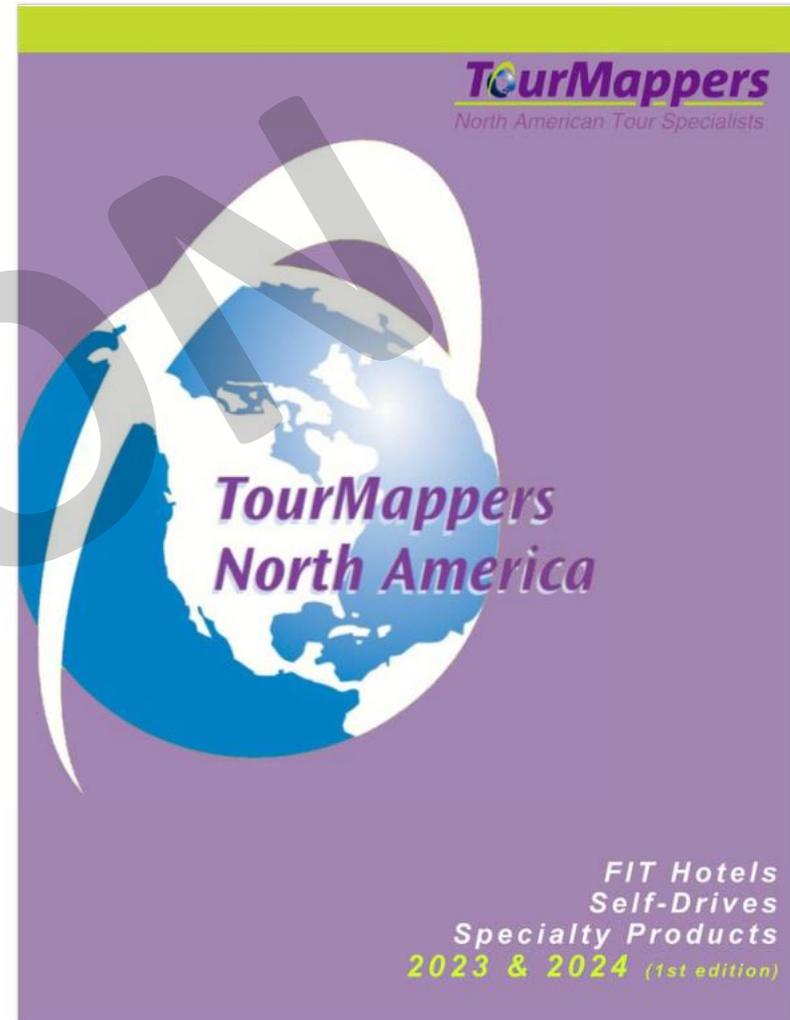

PENNE
n.72

Get the best from your pasta,
cooking the Italian way

1.  Bring 4-6 quarts of water to a boil. Add salt to taste. Add pasta to boiling water.
2.  For authentic "al dente" pasta, boil for 11 minutes, stirring occasionally. For more tender pasta, boil an additional minute.
3.  Drain well and serve immediately with your favorite Barilla sauce.



EXAMPLE – INBOUND OPERATOR



EXAMPLE – INBOUND OPERATOR

New England

Inn-Side New England



- DAY 1 Boston**
Arrival and check in to downtown Boston hotel.
- DAY 2 Boston-Portsmouth-Ogunquit (78mi/130km)**
Meander through coastal towns—visit historic Portsmouth, walk the Marginal Way to quaint Perkins Cove in Ogunquit.
- DAY 3 Ogunquit-Kennebunkport-Portland-Ogunquit (78mi/130km)**
Take an historic walking tour through Kennebunkport, visit Portland's Old Port and enjoy its first class restaurants.
- DAY 4 Ogunquit-Jackson (86mi/143km)**
Travel through Maine's scenic back roads to North

Conway. Make a stop for some tax free outlet shopping.

DAY 5 Jackson—White Mountains—Jackson (68mi/110km)
Explore Franconia Notch, visit the Flume Gorge, drive along Kancamagus Highway.

DAY 6 Jackson
Enjoy the many opportunities of hiking and outdoor activities, or just relax at your charming inn.

DAY 7 Jackson—Woodstock (137mi/220km)
Wind through mountain roads and into Vermont. See Quechee Gorge before arriving in Woodstock, visited one of the most beautiful small towns in the US.

DAY 8 Woodstock
Explore the charming villages tucked into the Green Mountains of Vermont. Be sure to stop at the Vermont Country Store in Weston for quintessential New England shopping experience.

DAY 9 Woodstock-Williamstown-Lenox-Stockbridge (127mi/204km)
Visit the Clark Art Institute, Tanglewood, the summer of the Boston symphony and Hancock Shaker Village.

DAY 10 Stockbridge
Stroll through Stockbridge, Norman Rockwell's canvas and visit the Rockwell Museum.

DAY 11 Stockbridge—Newport—Chatham (248mi/399km)
Tour Ocean Drive, visit the Mansions of the Golden Age, enjoy waterfront restaurants before en route to Cape Cod.

13 days/12 nights

- DAY 12 Cape Cod (117mi/188km)**
Travel the Cape Cod National Seashore; visit the artist colony of Provincetown, take a whale watch.
- DAY 13 Chatham—Falmouth—Boston (99mi/145km)**
Visit "America's hometown" and tour the Mayflower II and the Plymouth Pilgrimage Plantation.

Package includes Accommodations, Kennebunkport Walking Tour, Ticket for Plymouth Pilgrimage Museums, Newport Mansions Duo Tickets, Taxes and TourMappers Self-Drive Travel App (see T&C for more info).



Plymouth Pilgrimage Museums

New England

Six State Sampler



- DAY 1 Boston**
Arrival and check in to downtown Boston hotel.
- DAY 2 Boston**
Explore Boston & Cambridge. Take a trolley tour of the Freedom Trail, board a harbor cruise, take a walking tour of Harvard University.
- DAY 3 Boston-Ogunquit-Kennebunkport (85mi/137km)**
Walk the 1-mile Marginal Way for breathtaking ocean views in Ogunquit, a charming beach town.
- DAY 4 Kennebunkport-Portland-Kennebunkport**
See the Wedding Cake House, Bush family summer home, Portland's Old Port for shopping and dining.
- DAY 5 Kennebunkport-Camden-Bar Harbor (185mi/300km)**
Follow the coast to Camden, stroll the High Street Historic District or take a windjammer sail before continuing to Bar Harbor.
- DAY 6 Bar Harbor**
Explore Acadia National Park's magnificent

scenery including Cadillac Mtn—the most eastern point in the U.S.

DAY 7 Bar Harbor—North Conway (212mi/353km)
Drive through Maine's lake region, enjoy lunch and shopping in North Conway.

DAY 8 N Conway—Lincoln-N Conway (110mi/177km)
Sightsee the White Mountains' Franconia Notch, hike Flume Gorge, drive the Kancamagus Highway.

DAY 9 North Conway-Stowe (115mi/185km)
Travel scenic mountain roads, stop at covered bridges, Morse Farm Maple Sugarworks, or Ben & Jerry's Ice Cream Factory.

DAY 10 Stowe-Burlington-Stowe (72mi/115km)
Take a cruise on Lake Champlain, walk Church Street or visit the Shelburne Museum of Americana.

DAY 11 Stowe-Manchester-Lee (201mi/324km)
Visit Hildene, the Lincoln family home, visit country stores en route to the Berkshires.

DAY 12 Lee-Lenox-Stockbridge-Lee (16mi/26km)
Take in a performance at Tanglewood, visit the Norman Rockwell Museum or Hancock Shaker Village.

DAY 13 Lee-Mystic (122mi/198km)
Travel through CT's Litchfield County, aligned with antique shops and colorful gardens.

DAY 14 Mystic-Newport (50mi/80km)
Visit Mystic Seaport, America's living maritime museum and historic village before continuing to Newport.

DAY 15 Newport
Tour Ocean Drive and Millionaire's Row, visit mansions of the Golden Age in America.

18 days/17 nights

DAY 16 Newport-Plymouth-Hyannis (90mi/145km)
Visit "America's hometown", tour the Mayflower II and the Plymouth Pilgrimage Plantation.

DAY 17 Hyannis-Provincetown-Hyannis (96mi/154km)
Travel the Cape Cod National Seashore, board a whale watch in Provincetown (incl.).

DAY 18 Hyannis-Boston (70mi/112km)
Morning of leisure, return to Boston.

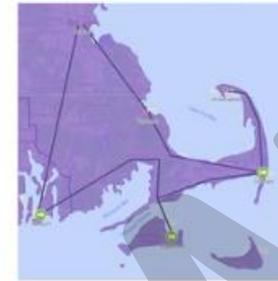
Package includes Accommodations, Portland Old Port Culinary Walking Tour, Newport Mansion Duo Tickets, Dolphin Reef Whale Watch, Taxes and TourMappers Self-Drive Travel App (see T&C for more info).



Newport

New England

New England Southern Coast & the Islands



- DAY 1 Boston-Plymouth-Chatham (74mi/119km)**
Travel south to Plymouth, tour the Mayflower II, Plymouth Rock, Plymouth Pilgrimage Plantation (incl.) before continuing to Cape Cod.
- DAY 2 Chatham**
Stroll main street, relax on the beach or avail of hotel services.
- DAY 3 Chatham-Provincetown-Chatham**
Travel the Cape Cod National Seashore; visit the artist colony of Provincetown, take a whale watch.
- DAY 4 Chatham—Martha's Vineyard (20mi/32mi)**
Travel to Falmouth and board the ferry to Martha's Vineyard. Explore the island: Edgartown, Vineyard

Haven, Aquinnah Cliffs, Oak Bluffs' Gingerbread cottages.

DAY 5 Martha's Vineyard
Rent a bicycle or moped, go horseback riding, or enjoy one of the many beaches.

DAY 6 Martha's Vineyard—Newport (113mi/182km)
Return ferry, continue to Newport. Visit historic Bick's Marketplace, dine along the waterfront.

DAY 7 Newport
Tour Ocean Drive and Millionaire's Row, visit Mansions of the Golden Age (incl.). The



Newport



Aquinnah Cliffs—Martha's Vineyard

International Tennis Hall of Fame, and the historic center.

DAY 8 Newport—Boston (71mi/114km)
Drive Boston; explore Freedom Trail or do some shopping before heading to Logan airport.

Package includes Accommodations, Tickets to Plymouth Pilgrimage Museums, Passenger and Vehicle fare for the Ferry to Martha's Vineyard, Newport Mansion Duo Tickets, Taxes and TourMappers Self-Drive Travel App (see T&C for more info).

New England

Best of Northern New England



- DAY 1 Boston**
Arrival and check in to downtown Boston hotel.
- DAY 2 Boston-Portsmouth-York (70mi/117km)**
Stop in Portsmouth to visit this historic harbor city before arriving in York. Stroll its charming shops. Families will appreciate its many activities for children.
- DAY 3 York-Ogunquit-York (14mi/23km)**
Drive along the picturesque coastal route to the quaint beach town of Ogunquit. Enjoy a lobster lunch at Perkins Cove, walk the Marginal Way or relax on its white sand beach.
- DAY 4 York—Camden (59mi/95km)**
Travel north to mid-coast Maine. Board the Windjammer, first night in port.
- DAYS 4 – 4 Aboard the Windjammer**
Sailing Maine's islands aboard a restored Windjammer. Help sail or relax, swim, enjoy a

lobsterbake.

DAY 6 Camden—Bethel (104mi/167km)
Wind through the lakes and highlands of Maine to Bethel.

DAY 7 Bethel
Enjoy the Inn's amenities and exploring the region. Hike, paddleboat, kayak or golf.

DAY 8 Bethel-White Mtns-Fairlee (106mi/180km)
Travel into the White Mountains, hike Flume Gorge, drive the scenic Kancamagus Hwy, continuing to Stowe.

DAY 9 Fairlee-Stowe-Fairlee (123mi/205km)
Enjoy the amenities and activities at the resort or sightsee along mountain roads to the village of Stowe, stopping at Ben & Jerry's Ice Cream Factory.

DAY 10 Fairlee-Manchester-Williamstown-Great Barrington (178mi/286km)
En route to the Berkshires, visit Hildene, the Lincoln family in Manchester and visit Williamstown's Clark Art Museum before arriving at hotel.

DAY 11 Great Barrington-Lenox-Stockbridge-Great Barrington (26mi/43km)
In Lenox, visit Tanglewood, the Boston Symphony's summer home, tour the Norman Rockwell Museum in Stockbridge.

DAY 12 Great Barrington—Boston (142mi/228km)
Travel straight to Boston or stop en route to enjoy a couple of the region's college towns of Northampton and Amherst.

Package includes Accommodations, Taxes, 2 day/2 night Windjammer cruise (all meals, linen, parking) and TourMappers Self-Drive Travel App (see T&C for more info).



Maine Windjammer Cruises

EXAMPLE – INBOUND OPERATOR



Wolfe Adventures & Tours



Why Wolfe Tours?



Destinations



Tours



Receptive Tours



Student Travel



Contact



Blog



New England

From Downeast Maine to Connecticut. White Mountains, whaling, Maritime and more...

High End Private Tours, Shore Excursions



New England Fall Foliage

VIEW TOUR



Wolfe Adventures & Tours



Why Wolfe Tours?



Destinations



Tours



Receptive Tours



Student Travel



Contact



Soup to Nuts Receptive Services

Locations: Kenya, New England, New York City, Pennsylvania, Washington DC

Categories: Bands, Choirs, High End Private Tours, History/Social Studies, Literature, Science & Biology, Sports & Team, Student Travel, Travel With Faith

Tour Duration: From a 1/2 day to multiple days

If you're coming into New England, NYC, PA, or the DC area, don't worry about finding a place to visit because we can take care of it all for you (or as much as you want!)

For instance, some tour companies use their own coaches or fly their travelers in and we handle the rest. Some also book their own hotel and we do all day inclusions and routing.

Once we know what you are expecting in your touring experience, whether a more high-end tour experience or more budget-minded (because let's face, you're going to travel around the world and are saving up!), we are happy to work with you.

EXAMPLE – INBOUND OPERATOR



The screenshot shows a web browser window with the Bonotel logo and tagline at the top. The main content area features a large image of a hotel building at night with the text 'FOR SUPPLIERS BENEFITS' overlaid. Below this, there are two columns of text listing benefits for suppliers.

CELEBRATING 30 YEARS OF LUXURY | **BONOTEL EXCLUSIVE** | THE SPIRIT OF PARTNERSHIP IS THE FOUNDATION OF OUR BUSINESS. | LOG IN

FOR SUPPLIERS BENEFITS

- ACCESS TO OVER 2600 TRAVEL AGENCIES AROUND THE WORLD.
- SALES AGENTS WHO RESIDE IN SOURCE MARKETS AROUND THE WORLD THAT HAVE INTIMATE KNOWLEDGE OF THEIR SOURCE MARKETS AND DIRECT CONNECTIONS WITH THEIR CUSTOMERS.

MANAGEMENT OF FINANCIAL ARRANGEMENTS WITH OPERATORS

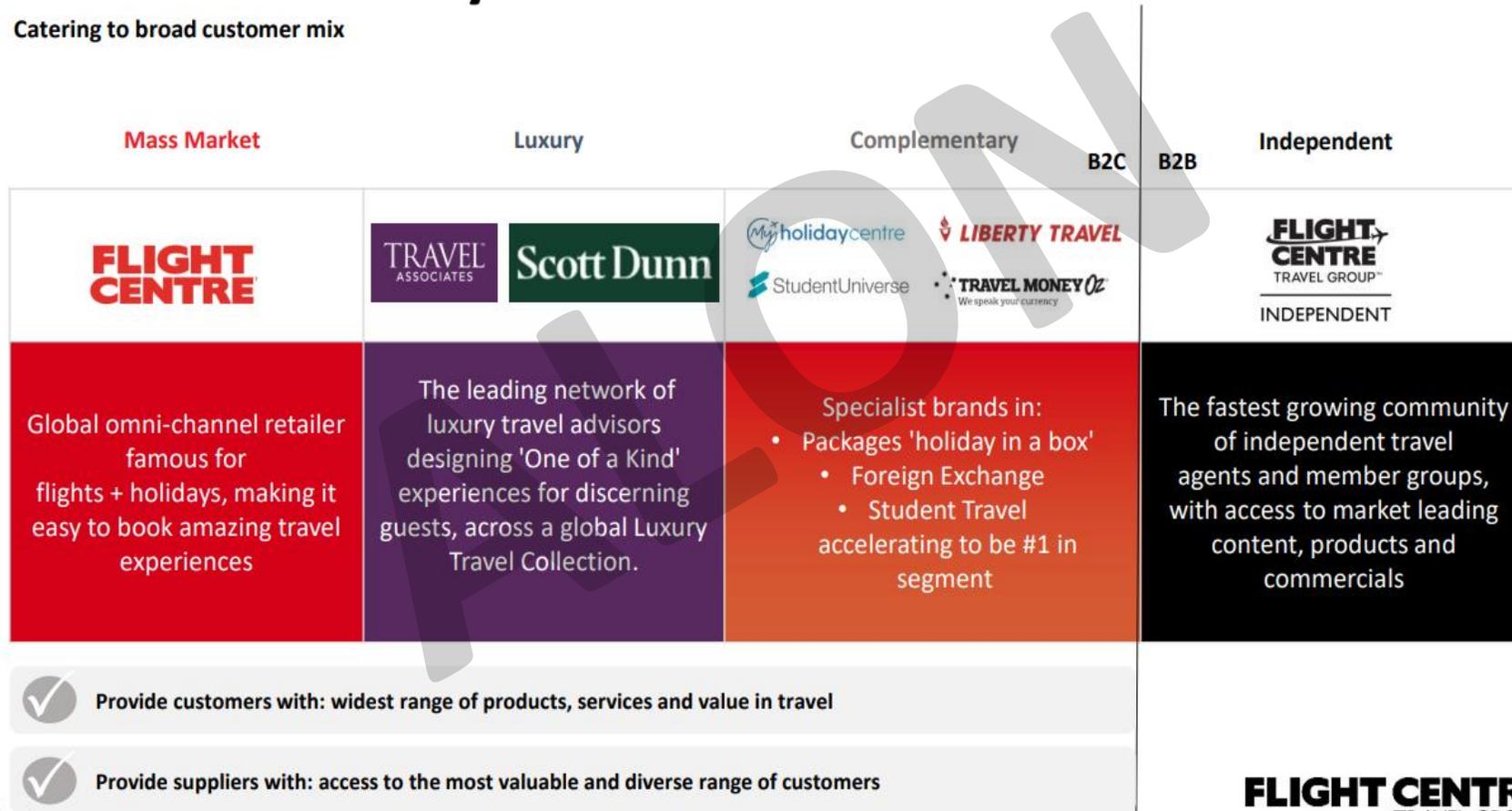
EFFICIENT PRODUCT LOADING PROCESSES AND API INTEGRATIONS

IN-HOUSE PRICING EXPERTS, MARKET ANALYSTS, AND MARKETING SPECIALISTS

EXAMPLE - WHOLESALER

Leisure: Diversity

Catering to broad customer mix



23

FLIGHT CENTRE
TRAVEL GROUP™



EXAMPLE – INTERNATIONAL TOUR OPERATOR

AUDLEY UK MyAudley Call us today until 8pm 01993 460 831 or [REQUEST A QUOTE](#)

Destinations ▾ Holiday types ▾ Inspiration ▾ About us ▾ Brochures

Itinerary idea in detail Close All Expand All

Includes international flights from a choice of UK airports, including London, Birmingham, Manchester, Newcastle, Edinburgh and Glasgow.

- DAY 1 Boston
- DAY 2 Boston
- DAY 3 Kennebunkport
- DAY 4 Jackson
- DAY 5 Jackson
- DAY 6 Manchester
- DAY 7 Manchester
- DAY 8 Newport, Rhode Island
- DAY 10 Chatham
- DAY 11 Chatham
- DAY 12 Chatham
- DAY 13 International return flight

Classic New England self-drive tour

13 days from £3,815pp

The map displays a self-drive tour route across New England. The route starts in Boston, Massachusetts, and travels through Vermont (Montpelier), New Hampshire (Portland, Concord), Massachusetts (Springfield), and Rhode Island (Chatham). The route ends with an international return flight. The map also shows the states of Vermont, New Hampshire, Massachusetts, and Rhode Island, along with the city of Albany in New York and Bridgewater in Connecticut.

EXAMPLE – INTERNATIONAL TOUR OPERATOR



[Colours of New England Escorted Tour | American Holidays](#)

It was in these picture-perfect maple and cedar forests of New England that pilgrims, and later revolutionaries, sought sanctuary. And as autumn arrives, you too can admire the fiery red, orange and yellow flames of fall foliage on a scenic journey from Boston to the rocky Atlantic headlands of Maine.

This escorted tour begins in Boston with a city tour of Boston's historic sites including several along the famous Freedom Trail. Then its time to enjoy the stunning vistas along the Mohawk Trail, an early Native American and colonial trade route, and the first designated scenic drive in New England.

Continue up into the forests of Vermont as you travel to Stowe, home of the famous Ben and Jerry's Ice Cream Factory where you'll savour some of their famous and uniquely named flavours. Spend a morning along the most famous and picturesque foliage destination in New England: the Kancamagus Highway. This American Scenic Byway, affectionately called "The Kanc", has scenic vistas and prime foliage viewing abound, and the morning is dedicated to finding the best spots for viewing the vibrant fall colours.

At 1,523 feet (464 metres), Cadillac Mountain in Acadia National Park is the first spot in the United States where you can see the sunrise. Admire the view from the top of the peak before descending to discover the natural riches of New England's only National Park. After experiencing the majestic colours of New England's forests and mountains in the autumn, it's time to embark on a journey down the rocky beaches and cliffs of Maine's coast before returning to Boston to conclude the tour.

From
€261g

What's included?

TRAVEL

✈ Flights

Direct return flights from Dublin to Boston with Delta Airlines.

🧳 Baggage

1 checked bag per person roundtrip

TOUR DETAILS

📍 Destinations

1 NIGHT Boston
1 NIGHT Portland
1 NIGHT Bar Harbour
1 NIGHT White Mountain
1 NIGHT Green Mountain
1 NIGHT Newport
2 NIGHT Cape Cod
1 NIGHT Boston

☆ Included Sightseeing

Walking tour of Freedom Trail, Cape Cod, tour on of the opulent mansions in Newport, panoramic of the White Mountains, Coastal Lighthouse.

OFFER DETAILS

Based on 2 adults sharing

Dates available in September & October. This is an indicative price, please call us to quote you for your chosen date.

Quote Reference number:

52931100

[Call Us to Book](#)

Your Adventure...



Day 1 Arrive in Boston

Day 2 Boston - Salem Kennebunkport - Portland

Day 3 Portland - Bar Harbor

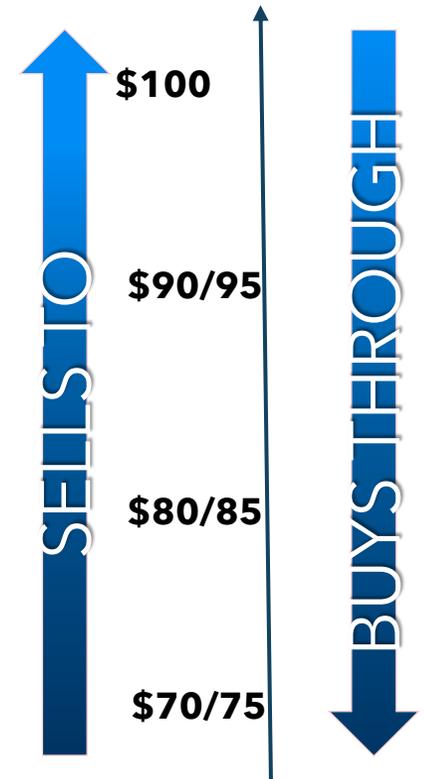
Day 4 Bar Harbor - White Mountains

Not discounts, but marketing dollars



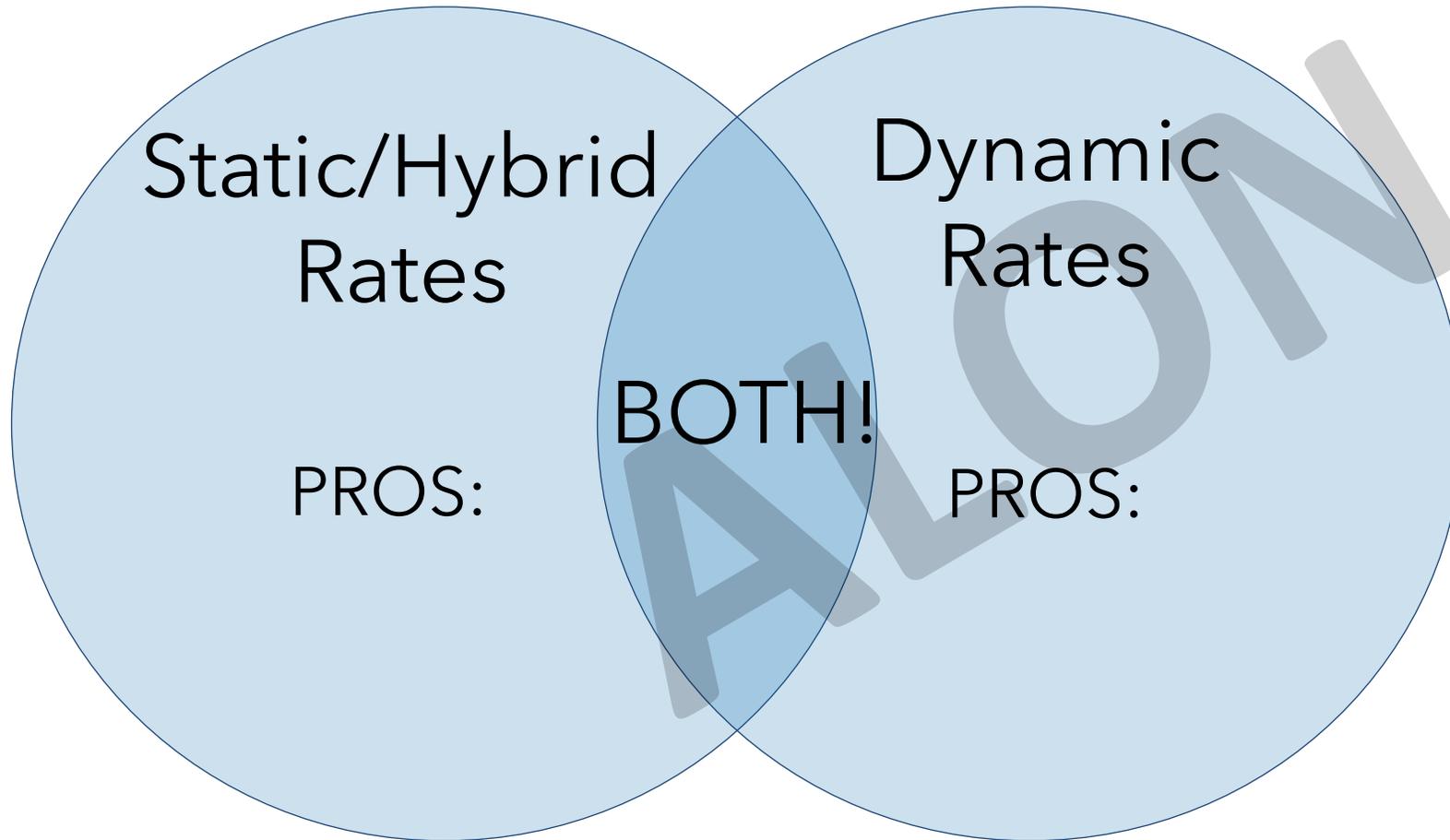
(\$100 Retail)

Example:



*Pricing your products/services for reselling through the distribution network
 Each level of the travel trade sells to the level above with the end consumer
 buying products and services at retail rates*





in the way you work -
It is not practical to
think all your business
comes from just
one type of business or
at full retail rate!

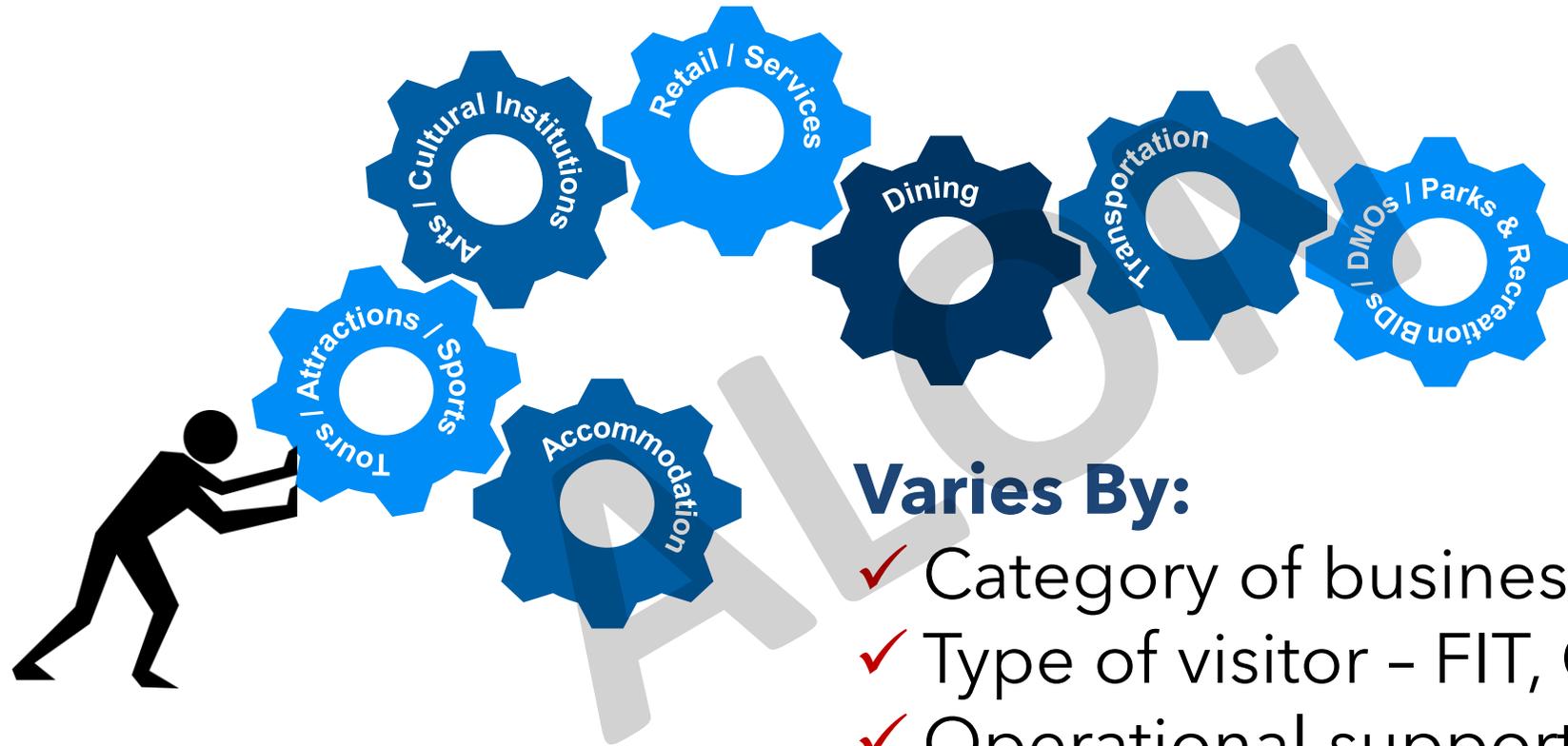
"Dynamic rates respond to demand, but static rates create demand."

- Peter van Berkel, Travalco



OPERATIONAL CONSIDERATIONS

Step 3



Varies By:

- ✓ Category of business
- ✓ Type of visitor - FIT, Group, DMC
- ✓ Operational support documents
- ✓ Connectivity and technology

Engagement

Resources galore

Build relationships

Partnerships



Local, State, Regional,
National DMOs

FAMs & Site Inspections

Your product, service, or destination

Build Your Relationships

Travel Media Resources

It's the easy part!

Keep it simple

Build your relationships and have a consistent communication plan.



QUESTIONS & NEXT STEPS



Scan this QR code to access:

- travel trade glossary
- one pager worksheet

Steps 2 & 3 Workshop
Stay Tuned for Dates!

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Thank you!



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