

Selling Ireland's Adventure & Activity Product To National & International Tourism Trade



What ITOA Members Do?

- e Market/Sell the Island of Ireland – Delivering Business to Irish Product Suppliers
- e Bundling & Package Tourism Product
- e Partner with Worldwide overseas Tour Operators & Travel Trade to ensure Ireland programmed Internationally
- e On-going research in the market-place to identify opportunities and address market requirements
- e Provide 24/7 customers service/care
- e Annual Workshops – West & East Coast
- e 32 Members – Independent Commercial Companies
- e ITOA comprise Tour Operating Companies, Handling Agents, DMCs, PCOs



Our Customers

Overseas Trade Partner Operators - B2B

Leisure Business

- Group Organisers – Wholesalers
- Travel Agents
- Consumers – Individual FIT's
- Special Interest Operators/Organisations

Business Travel

- Incentive Houses
- Conference Organisers
- Corporate Meetings



Product

- e Tour Series
- e Special Events
- e Ad Hoc Groups
- e Individual Traveller - FIT
- e 60% of ITOA members business is Group and Coach Tour business.
- e Study & Special Interest Groups
- e Corporate Meetings & Incentives Travel
- e Conferences - *Bleisure*
- e Sports Events & Festivals
- e Total number visitors handled by ITOA 300,000



ITOA MEMBERS – SELLING & MARKETING B2B

THE PROCESS

Create Reasons for Overseas Trade to Sell Ireland

Creative Dynamic Packaging

Provide Objective Selection of Product

Delivering the Overseas Partners Needs

Convert the Business

Beat Competing Destinations

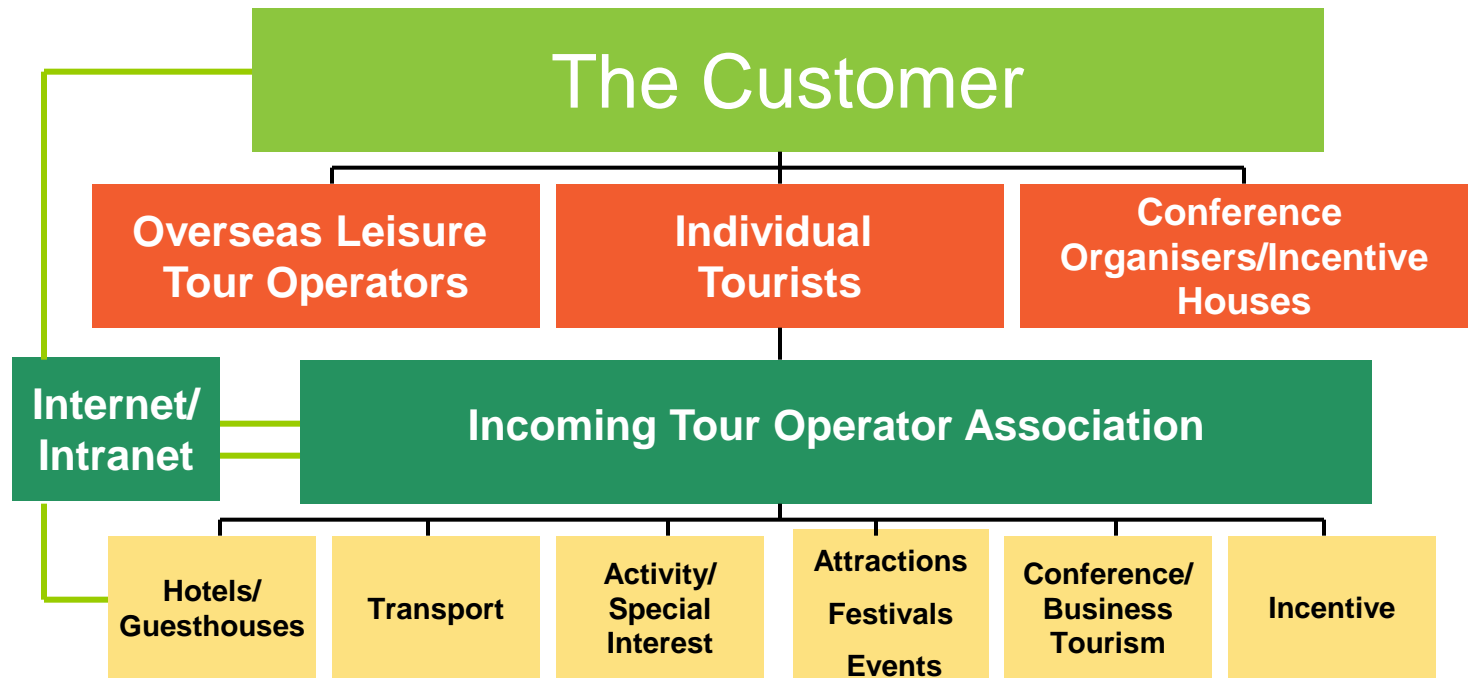
Ongoing Destination Education

Deliver New Visitors Annually

One Stop Shop – 24/7



Trade Distribution Channels



Sales & Marketing Activity

- e ITOA Members work with over 4,000 overseas trade partners and decision makers – Providing Creative Packages & Delivering to their Needs
- e Partner with Tourism Ireland’s representation in Overseas Markets and with other members of the Irish trade
- e Unique position to “**close**” the sale – ITOA members have full-time market representatives
- e Our members constantly researching new markets and new income streams from existing markets
- e Regularly visiting the market place to ensure that Ireland is “top of mind” with overseas partners thereby protecting Ireland’s market share and the visibility of the Irish Tourism Product in Programmes and at quotation/enquiry stage
- e Ongoing Education and Training Overseas Partner Staff and Trade



Sales & Marketing Activity

- e Overseas sales trips – experience has shown that one to one contact with overseas partners and decision makers is the key to achieving growth
- e Participating with Tourism Ireland at all major Trade Fairs & Promotions
- e Trade Familiarisation Trips
- e Trade Partners generated Media Trips
- e Create & Promote New Programmes and Product
- e E-marketing



Selling & Partnering with ITOA Members?

- Attend ITOA Workshop – Annually in March
- Research & Understand ITOA / Trade Business
- Deliver the Best Possible Service
- Local / National Knowledge – Sell Activity/
Adventure Ireland, Your Region & Regions
- Build Relationships



Selling & Partnering with ITOA Members / Trade Partners

Trade Requirements:

- Provide Commissionable Rates
 - Allow Differential Between Public and Trade Rates
- Seasonal Rate Differential OR Value Added Options
- Flexibility - Numbers / Timing Changes
- Agree Terms & Conditions
- Specify Participant Requirements
- Sample Itineraries - Information
- Good Imagery
- Website



TOP TIPS - SELLING TO ITOA & TRADE

- ✓ Timely Delivery of Rates & Information
- ✓ Efficient & Professional Responses to RFP
- ✓ Regular, Useful and Interesting Communications
- ✓ Maintaining Quality Service Levels
- ✓ Provide Information - *European Language
- ✓ Network with National & Regional Adventure/Activity Providers
- ✓ Relationship Development
- ✓ Partnership & Co-Operation
 - Fam Trips & Site Inspections



ITOA

IRISH TOUR OPERATORS
ASSOCIATION

