



ARE YOU INTERESTED IN WORKING WITH TRAVEL TRADE?

TRAVEL TRADE READINESS CHECKLIST

Working with the Travel Trade allows you to attract travellers that may not otherwise find and book your business. These travellers come from Overseas with a focus on Germany, UK & France, as well as throughout the US and Canada. They are working with a tour operator who arranges their bookings for them, in group sizes that can range from independent travellers (1 to 9 guests) to small and medium size groups (10 to 30 guests) to large groups (30-50 guests). The Travel Trade partnerships that are formed with their suppliers are long term. The bookings generated by Travel Trade partners usually take place well in advance of traditional consumer direct business patterns, and the methods of doing business, contracting, pricing, managing inventory and account management are likely different than your current way of doing business. If you are interested in exploring Travel Trade as a source of guests for your business, the following checklist will help you determine if Travel Trade might be a good fit for you.

Please check all that apply:

- I am interested in attracting individuals and small groups of 2 – 9 travellers or group business (10 – 54 travellers).
- I have a product or experience that works well with the group size I would like to attract.
- I am able to delivery quality experiences and excellent service to both the Travel Trade Clients and their guests.
- I am able to take bookings year-round (even if my business may be seasonal).
- I am able to respond to bookings and inquiries within 24 hours, year-round.
- I can quote and guarantee rates at least one year prior.
- I would be willing to pay commission or offer reduced net rates for new business generated through Travel Trade partnerships.
- I understand that I would need to have some space available to Travel Trade clients either in a pre-arranged block (with release dates which could be several months prior) or on a request basis. (Travel Trade does tend to book within and outside the traditional peak months.)
- I recognize that international travellers may have different needs than my domestic and US travellers and I would be willing to explore ways to meet those needs.
- I am interested in building long-term partnerships with Travel Trade Clients.
- I would be willing to negotiate and sign contracts with Travel Trade Clients to work together.
- I am prepared to commit resources to selling to the Travel Trade, whether that is by working with my DMO/RSC, responding to leads, attending Travel Trade Marketplaces, having marketing tools such as a sales sheet, and/or other sales and marketing tactics.
- I would be willing to commit to Travel Trade, even though it might take a few years for business to actualize.

If you checked most or all of these statements, working with the Travel Trade might be a great fit for you! Please reach out to your DMO or RSC for more information on how you can learn more about the needs and expectations of the Travel Trade and explore if Travel Trade is right for your business.