

RURAL  
2026  
MOUNTAIN  
ELKO



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# Today's Presenter

Alon Tourism Solutions is a global tourism marketing consultancy that prepares and connects tourism destinations, suppliers, and global travel trade buyers to fast-track profitable travel trade and partner relationships achieving mutual success.



**Hayley Coriaty**  
Alon Tourism Solutions

We assist our clients by bolstering their bottom lines through:

- 1. Tourism Education Programs**
- 2. On-Demand Sales & Marketing Initiatives**
- 3. Direct Business Growth Planning & Implementation**





# Alon Tourism Solutions

Alon Tourism Solutions is a global tourism marketing consultancy that prepares and connects tourism destinations, suppliers, and global travel trade buyers to fast-track profitable travel trade and partner relationships achieving mutual success.



25+ years of industry-specific experience and fiercely creative solutions to capture mindshare, generate visits, and close sales for domestic tourism businesses.



We assist our clients by bolstering their bottom lines through:

1. **Tourism Education Programs**
2. **On-Demand Sales & Marketing Initiatives**
3. **Direct Business Growth Planning & Implementation**



Relationship building between domestic tourism destinations/suppliers and global travel trade partners/resellers for symbiotic success.





# International Inbound Travel Association



## About IITA

As the nonprofit trade association for international inbound travel to the U.S., IITA is devoted *exclusively* to the advancement of the U.S. inbound travel industry through the **business-to-business** travel trade.

IITA members include **U.S. inbound operators, DMOs and travel suppliers** from across the country.

## About IITA Inbound Operators

IITA's **60+ inbound operator members** are the **leading U.S. inbound operators** representing markets around the world.

They not only have **established partnerships** with the country's most well-known cities and regions, but also with lesser-known, underserved destinations.



# To Name a Few ...



# International Inbound Travel Association



## Three Pillars of Opportunity

### Education



### Advocacy



### Business



# 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

**January 31<sup>st</sup> – February 3<sup>rd</sup> 2027**

[IITA Summit 2027 - International Inbound Travel Association](#)





# About Steps to Success

In 2017, the **International Inbound Travel Association (IITA)** partnered with **Alon Tourism Solutions** to launch **Inbound Insider: Steps to Success™**, a nationwide international inbound travel trade activation and training program that has been put to work in many destinations across the USA.

**Steps to Success** is designed specifically for all tourism supplier type businesses to increase their international tourism ROI by providing tools, resources, and the know-how to work effectively with the travel trade.

*Including introducing you to new partners to do business with!*



INBOUND INSIDER  
**STEPS TO  
SUCCESS™**

International Inbound Travel Association

Powered by  **ALON**  
TOURISM SOLUTIONS




Obtain true ROI on your marketing efforts and tradeshow attendance

Build year-round business during your off-season and drive repeat revenue

Prepare travel trade partners to see your destination with minimal upfront costs



 STEPS TO SUCCESS ONLINE  
COURSE INFORMATION

**SELF-PACED FULLY ONLINE**  
**ONLINE INBOUND TRAVEL**  
**TRADE ESSENTIALS PROGRAM**



**Member Individual**

**\$195**

/person



**DMOs/Corporations**

Discounts are available for full program purchases and bulk enrollments.

**Get Quote**



**Non-Member Individual**

**\$295**

/person

# Why Are We Here Today?



- ✓ There are many methods to choose from in marketing and promoting international tourism!
- ✓ There are many markets that we can approach!
- ✓ There are tradeshows we can go to everyday!
- ✓ There are only so many marketing dollars!
- ✓ There are strategies that make sense to streamline our approaches and investment in tourism marketing!
  - ✓ Travel trade partners
  - ✓ Destination partners
  - ✓ Being part of something bigger



# Today's Agenda

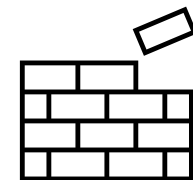
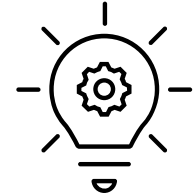


## Key Concepts:

1. Travel trade and B2B tourism marketing
2. International tourism market
3. International visitor nuances
4. Value of working with 3<sup>rd</sup> parties/B2B
5. Levels of the travel trade

## International Best Practices:

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



# Case Study – Nevada



- ✓ In 2024, **52.4 million travelers visited Nevada** total (all visitors, domestic and international), generating **\$58.5 billion in direct visitor spending** – roughly **\$160 million spent every day** by visitors in the state. Tourism generated **\$12.8 billion in tax revenue**, with about **\$6.2 billion** going to state and local governments. Tourism directly supported **459,081 jobs** statewide. Source: [Travelnevada](#)
- ✓ Tourism's total economic impact was estimated at **\$98 billion – roughly 37% of Nevada's GDP** when including direct, indirect, and induced effects. Source: [The Traveler](#)
- ✓ International travel through Harry Reid International Airport reached **2.7 million passengers**. Source: [Travel Weekly](#)
- ✓ For Canadian air visitors, Nevada was the **3rd most visited U.S. state** with **1,391,000 Canadian visitors**. Average Canadian visitor spent **\$1,090 per trip** and stayed **7.34 nights**. For Mexican air visitors, Nevada ranked 4th with **394,000 visitors**. Source: [International Trade Administration](#)



# Case Study – Nevada



- ✓ **Nevada ranked 4th among all U.S. states** visited by international air travelers in both Q1 and Q3 2025, welcoming **880,000 visitors in Q1** and **1.0 million visitors in Q3**.
- ✓ The **top 5 states** visited by international air travelers in Q1 2025 together accounted for **85% of all U.S. international air visitation**.
- ✓ The **top overseas source markets** sending visitors to the U.S. in Q1 2025 were the **United Kingdom (799,000), Brazil (479,000), Japan (451,000), India (441,000), and China (406,000)**.
- ✓ The average overseas visitor spent **\$1,656 per trip in Q1 2025**, rising to **\$1,951 per trip in Q3 2025**, reflecting the peak summer and fall travel season.
- ✓ The average overseas visitor stayed **15.25 nights in Q1 2025**, extending to **17.8 nights in Q3 2025**.
- ✓ Average spending per trip by market in Q1 2025 was **\$1,656 for overseas visitors, \$1,276 for Mexican visitors, and \$929 for Canadian visitors**.

ALON

# Key Concepts



# Travel Trade Defined

**‘Travel trade’ refers to B2B partner companies that sell or package travel from international tourism markets. Here are some other terms to refer to 3rd parties!**

**UNIQUE BUYER TYPES**

EVENT PLANNERS / CORPORATE MEETING PLANNERS    MEETINGS / INCENTIVES / CONGRESSES / EXHIBITIONS  
 TRAVEL AGENT (TA)    DESTINATION MANAGEMENT COMPANIES (DMC) **BUYERS**  
 WHOLESALERS (WS)  
 BEDBANKS    TOUR OPERATORS (TO)    ONLINE TRAVEL AGENT (OTA)  
 INBOUND OPERATORS (IO)  
 RECEPTIVE OPERATORS (RO)  
 M.I.C.E. **RESELLERS**



# B2B vs B2C

## Business to Business (Relational)



vs.

## Business to Consumer (Transactional)



## Your External Sales Team

- ✓ Product and contracting departments
- ✓ Brick and mortar stores
- ✓ Their own sales calls to other buyers in the food chain
- ✓ Tradeshows they attend
- ✓ Advertising
- ✓ Consumer tradeshows (USA pavilions)
- ✓ Newsletters and mailings to clientele
- ✓ Confidential tariffs for the food chain
- ✓ B2B and B2C tour brochures/catalogs
- ✓ Online websites
- ✓ Their own websites
- ✓ Call centers



# Value of Working with the Travel Trade

- ✓ Diversification; eggs in different marketing baskets
- ✓ Tour and travel market is always the first to come back in cyclical market shifts
- ✓ An opportunity to receive repeat and consistent business that grows YOY
- ✓ The ability to procure seasonal and off-peak business when you want and need it
- ✓ Business in advance – up to 24 months



# Travel Trade Distribution Channel



**International Consumer Visitors**

**Travel Agents/Advisors (TA)**

**International Tour Operators (TO)/  
Meeting Incentive Congresses Exhibitions (MICE)**

**Inbound/Receptive Operators (RO/IO)  
Destination Management Companies (DMC)**



**BIDs/  
DMOs/Parks  
& Recreation**

**Tours/  
Attractions/  
Sports**

**Arts/Cultural  
Institutions**

**Accommodations**

**Dining**

**Retail/  
Services**

**Transport**

**Events/Festivals**

**Native  
Nations**



## Legend

Consumers

Travel Trade

Suppliers

## Variations

Bedbanks

Unique Buyer Types

Online Travel Agencies (OTAs)

Wholesalers

# Working with Inbound Operator Benefits



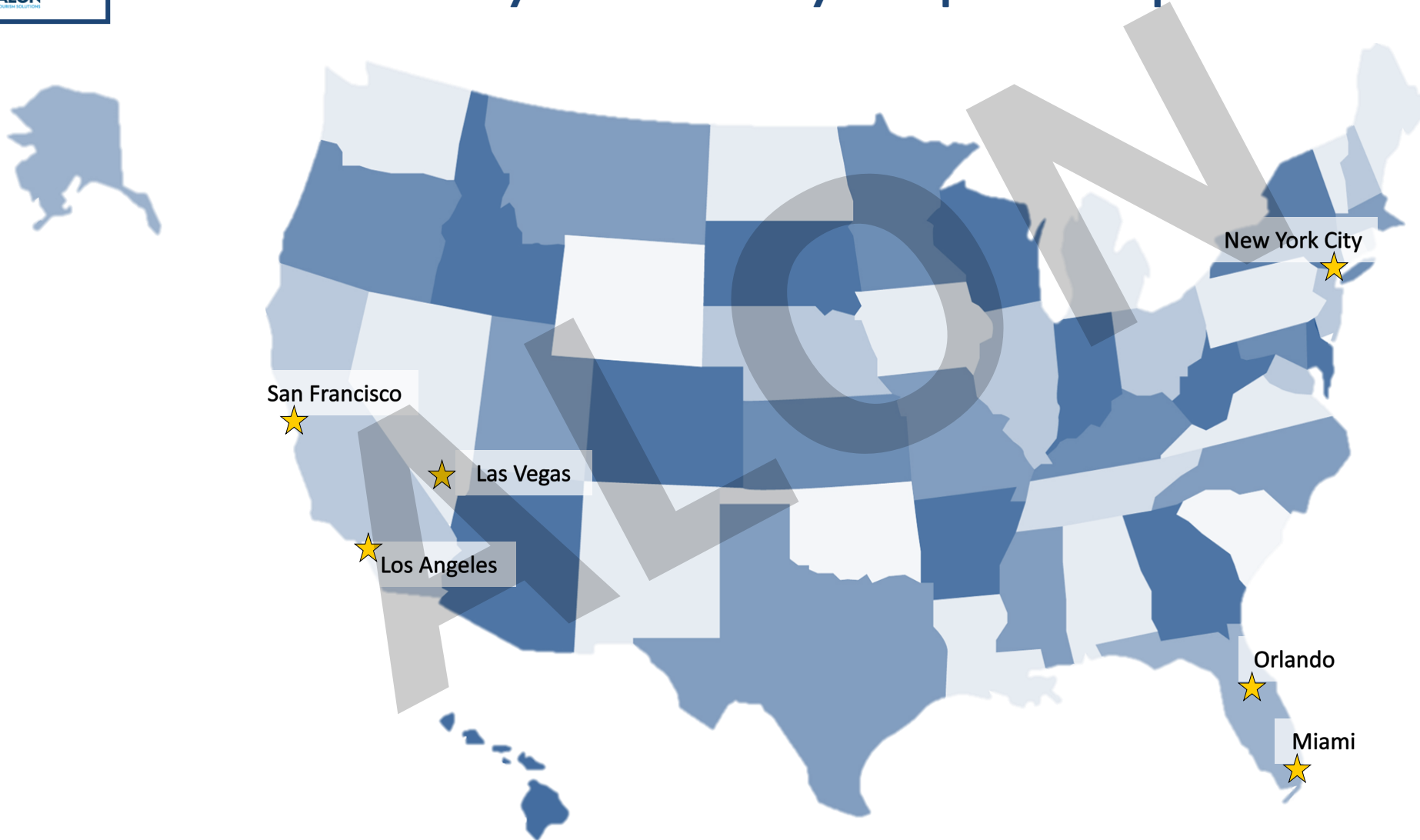
- ✓ Long-standing business relationships
- ✓ Based here in the USA = Easy access through IITA
  - ✓ Market and sell destinations, products, and properties throughout the USA to international market
- ✓ Work only B2B
- ✓ Do all the ground-work negotiating and contracting every aspect of destination selling
- ✓ No exchange rates
- ✓ Fewer and USD transactions
- ✓ Time zone alignment
- ✓ Ease of booking
- ✓ Work closely with regional, state, and local tourism offices.



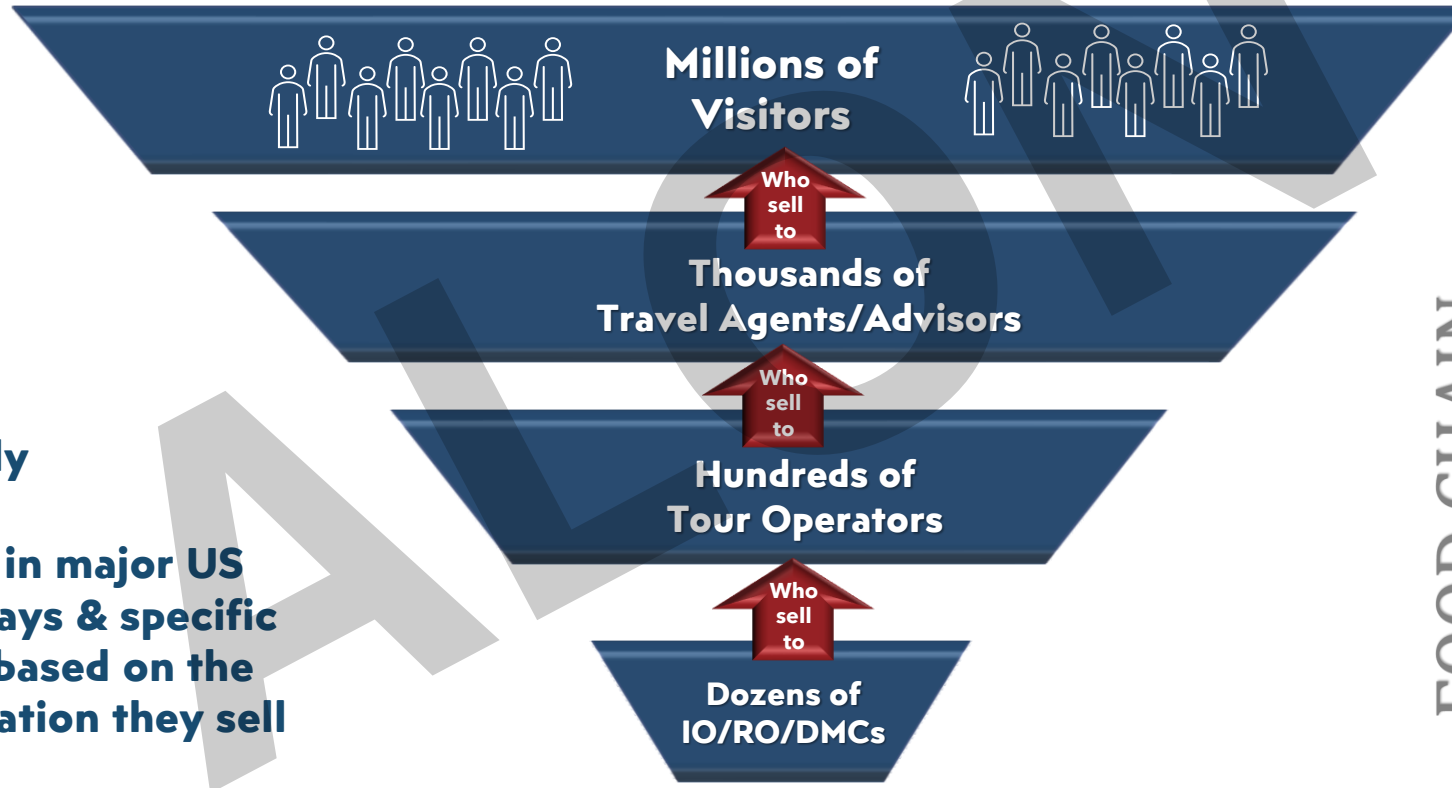
# Opportunities to Partner Abound!



## USA/Beyond the Gateways/Unique Local Experiences



# Your Reach & Visibility When Working with Inbound/Receptive Operators & the Travel Trade



**In all countries around the world**

**Throughout the country and globally**

**Based in major US gateways & specific areas based on the destination they sell**

**FOOD CHAIN EXPERTS**

- GLOBAL MARKET KNOWLEDGE
- SIGNIFICANT ROLE
- CUSTOMER INTENTIONS
- MARKETING CAPABILITY



# How Visitors Arrive



## FIT, Groups & MICE

### FIT (Foreign Independent Travelers)

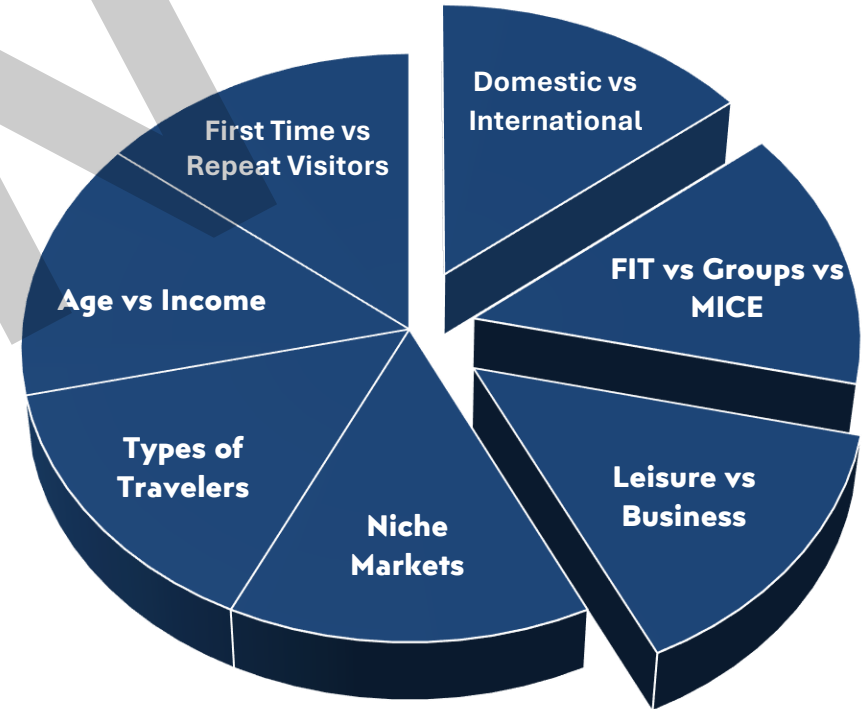
- ✓ Individuals, families, couples, less than 10 pax
- ✓ Arrive on their own or public transportation
- ✓ (Fly & Self-drives)
- ✓ Arrive pre-paid to the trade for their travel expenditures

### Group Visitors (Typically 10 or more)

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

### MICE (Meetings, Incentives, Conferences/Congresses, Exhibitions)

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



# How Visitors Arrive Affects 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 & marketplaces you attend
- ✓ The **technology and connectivity** you use



# International Market Attributes



## ✓ Longer Stays and Higher Spending

- ✓ International visitors stay longer and spend more than domestic travelers.

## ✓ Different Travel Habits

- ✓ Prefer using travel agencies and tour operators.
- ✓ Book travel differently than U.S. citizens.

## ✓ Year-Round and Off-Peak Travel

- ✓ Travel more frequently during non-peak periods, boosting tourism year-round.

## ✓ Enhance Product Development

- ✓ Utilize products differently, influencing how businesses operate and develop offerings.



# International Market Attributes



## ✓ **No Competition with Domestic Business**

- ✓ International travel supplements rather than competes with domestic tourism.



## ✓ **Opportunities for Partnerships**

- ✓ Encourages collaboration between gateway and nearby destinations to extend visitor stays.



## ✓ **Low Cancellation Rates**

- ✓ Cancellations are rare, providing reliable business.

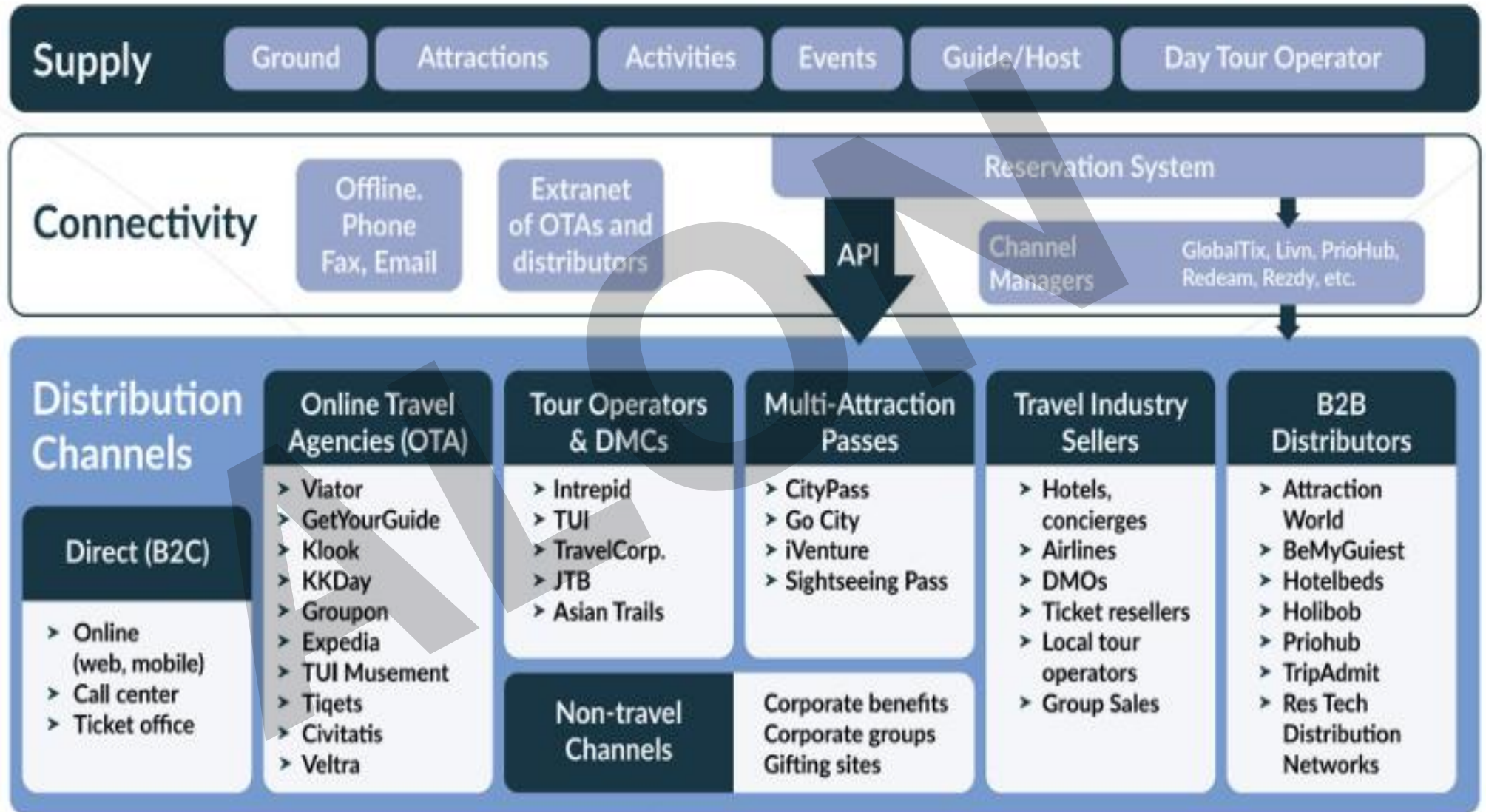


## ✓ **Longer Vacation Time**

- ✓ International travelers often have 4-6 weeks of vacation and view the U.S. as a "dream vacation" destination.



# The Distribution Map for Tours, Activities, Events, Experiences and Attractions. It's Complicated!





# International Best Practices:

✓ **Tourism Businesses**

✓ **and DMOs**



# Recognize Your Travel Trade Sales Process



*It's a relationship you build!*

**Agree to work together** (no hard sell)

- ✓ Travel trade sell in advance

**Position** product and services (creativity beckons)

- ✓ 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



# Creating Bookable (Sellable) Product



- ✓ **Room nights, meals, and packaged destination experiences/services** that are **tangible** and **bookable** for the 3rd party travel company to sell **in advance**
- ✓ **Operationally matched** to sell (how it's purchased and how you work together)
  - ✓ **Decide for FIT, GROUP, and/or MICE**

**May be existing  
and/or new ideas**



# Example – Inbound Operators



Continue for 11 miles via NV-206 S and US-395 S. Visit the below sights (not included) to fully immerse yourself into what Carson Valley is known for: nature's beauty, a hometown atmosphere, historic sightseeing and world class outdoor recreation.

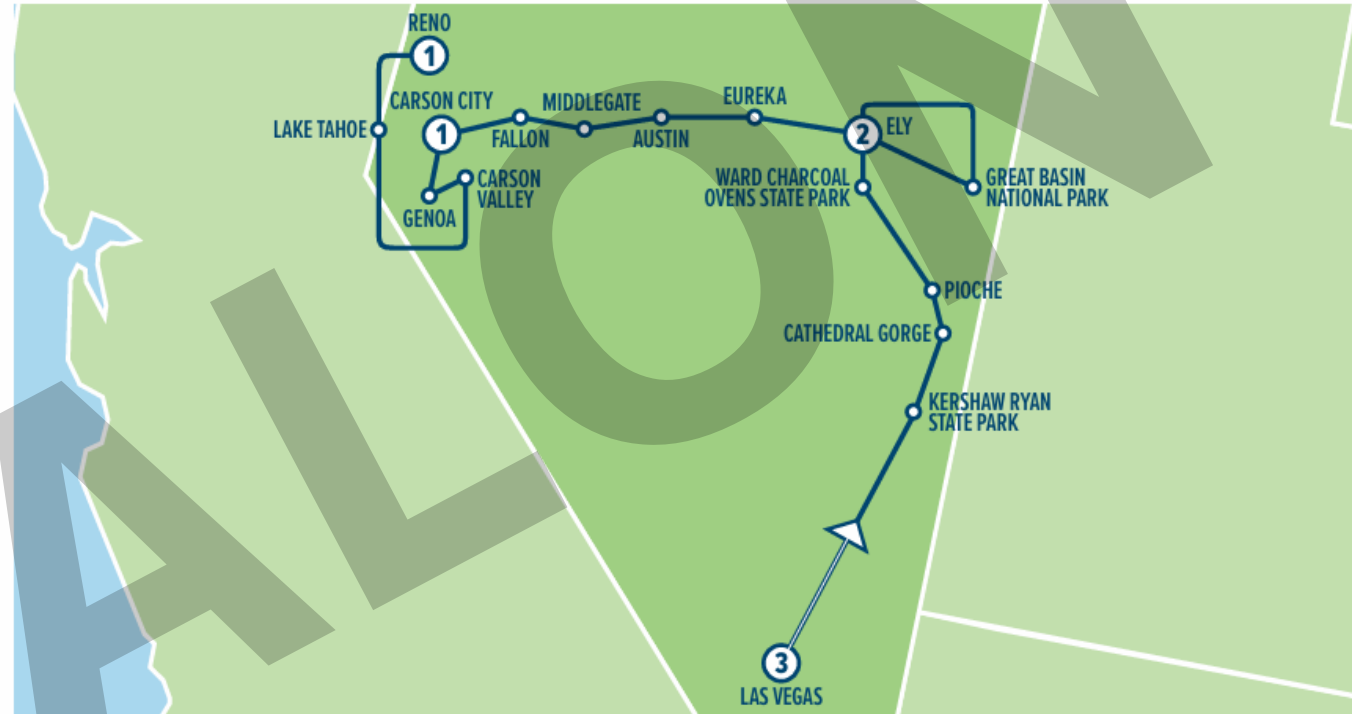
**Art Gallery at Prism: [artgalleryprism.com](http://artgalleryprism.com)**  
 A contemporary space for Sierra Nevada Regional artists to have their work exhibited. Their goal is to provide visitors a fresh experience to a fine art exhibition gallery. Offer a new perspective each

promise breathtaking views, top-tier recreation access, distinctive history, and stunningly clear Caribbean-esque waters. As the largest alpine lake in North America, people from around the globe travel to Lake Tahoe each year to experience one of the clearest and coldest bodies of water on earth. Recommended Tahoe Cruise (not included in package).

At this point of your trip, you may choose to overnight in Lake Tahoe or continue down to Reno, Reno. The

lined with restaurants, coffee shops, craft beer halls, and anchored by island-like Wingfield Park, the site of live music and exciting events, and a harbor for summertime swimmers, river tubers, and kayakers taking the holes and drop pools of the Truckee River Whitewater Park, especially during the annual Reno River Festival. And then there's the Midtown District. Here, in Reno's hippest neighborhood, the pulse of this town's revivalist spirit beats good and loud. Full of funky

DRIVE AMERICA



**7 NIGHTS** | **TOUR CITY**



Photo Credit: [www.foxnews.com](http://www.foxnews.com) | City



8 DAYS / 7 NIGHTS



# Example – Inbound Operators



## EXPERIENCE MORE (OPTIONALS)

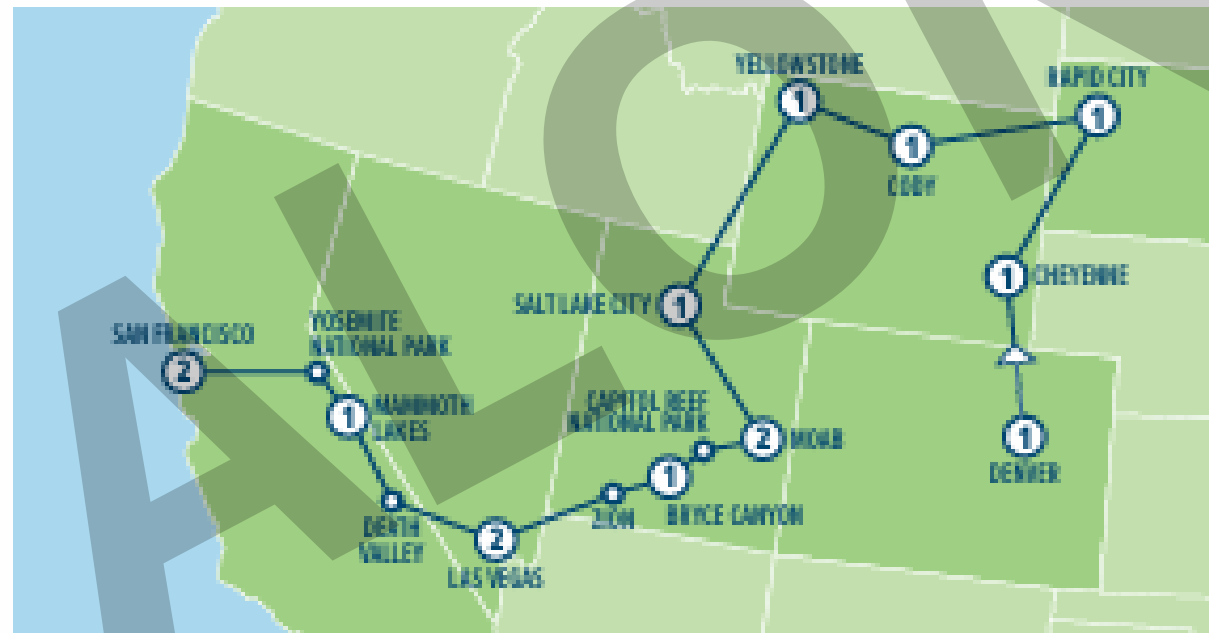
- + Moab Jet Boat
- + Elanzer Dinner Show
- + Las Vegas Evening Tour with or without Helicopter Flight over the Las Vegas Strip
- + Las Vegas the show with dinner
- + Hoover Dam

this red rock wonderland will amaze you with its formations and inspire you with its most unique scenery. Return to hotel in the late afternoon.

### MOAB - CAPITOL REEF NATIONAL PARK - BRYCE CANYON

**Day 9:** Visit Capitol Reef National Park, a destination of extraordinary natural beauty, established in 1937

Visitors Center before continuing across the valley and ascending the Sierra Nevada Mountains to the alpine resort town of Mammoth Lakes<sup>TM</sup>. The area gained prominence as a gold mining town in the 19th century and today is renowned for the superior skiing terrain and staggeringly beautiful mountain vistas.



Tioga granite valley shaped via, the before elved

cludes man's he log asy to ice the moon ride to "Taste

canber snows or simply just stroll the famous strip.

### LAS VEGAS - DEATH VALLEY - MAMMOTH LAKES

(If Tioga pass closed routing will be done via Fresno)

**Day 12:** Having enjoyed glamorous Las Vegas, it will be a sharp contrast this afternoon to enter the quiet and extreme environment of Death Valley. Stop at Zabriskie Point and Furnace Creek Ranch!

bread or decadent Ghirardelli's Chocolate. Be sure to gaze across the bay to Alcatraz Island where "America's Most Wanted" such as Al Capone and "Machine-Gun" Kelly were incarcerated.

### SAN FRANCISCO - DEPARTURE

**Day 15:** Transfer independently to the airport for your return flight.

CLASSIC TOURS | ROCKY MOUNTAIN FRONTIERS



# Example – International Tour Operators



**CANUSA**  
TOURISTIK SEIT 1983

*Vom Traum  
zur Reise*

Destinations

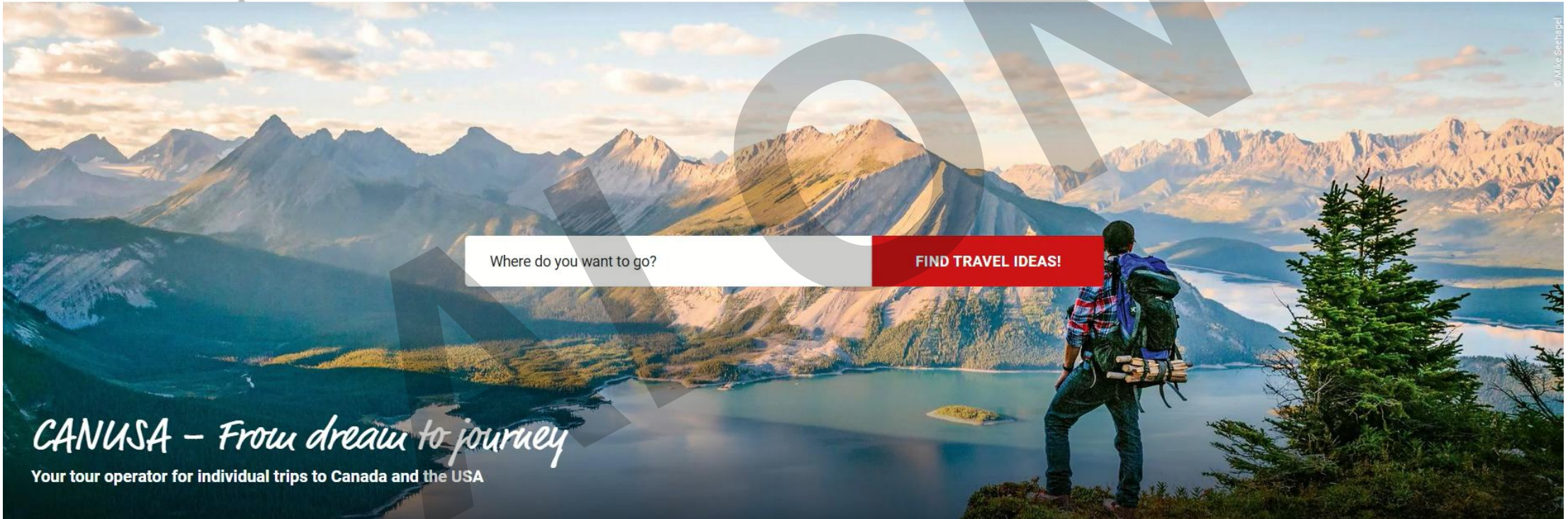
Types of  
travel

Inspiration

Service

CUSTOMER

Search



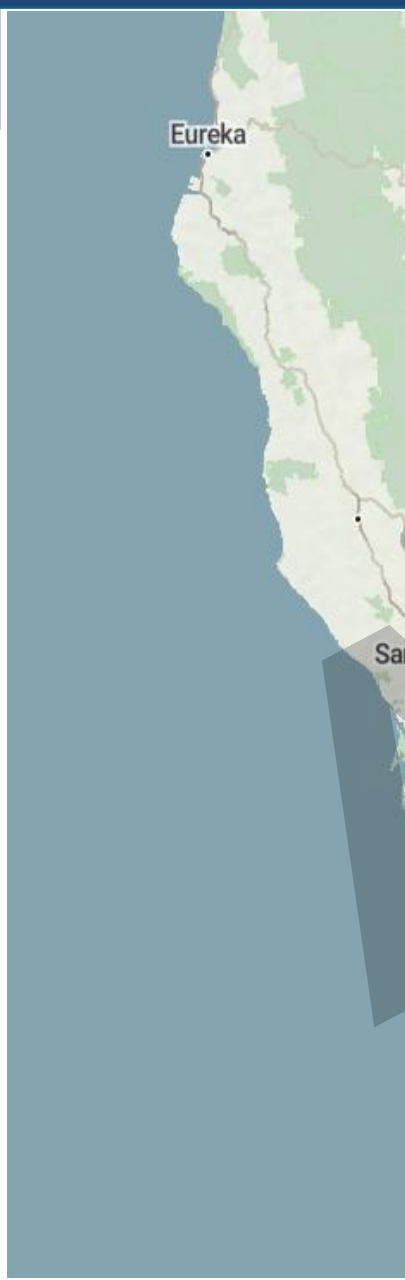
*CANUSA – From dream to journey*

Your tour operator for individual trips to Canada and the USA

Popular travel ideas



# Product Example: CANUSA



8 Stage of the journey

1 Night

## Las Vegas

The last stop of your journey will take you back to Las Vegas. On the way, it's worth stopping at the impressive Hoover Dam. Back in the desert city, we recommend an overnight stay at Lake Las Vegas, where you can enjoy the neighborhood of well-known stars such as Céline Dion. After a last evening in the desert metropolis, your time in Nevada comes to an end. If you do not want to make your way home from here yet, please contact us and we will plan your onward journey.



# Product Example: Allied T Pro

Sinawava. After visiting the park, continue the short distance south to St. George.

**Overnight: Clarion Suites St George or similar**

**DAY 7: ZION NATIONAL PARK/ ST. GEORGE > LAS VEGAS (118 MI / 190 KM)**

Should you desire, revisit Zion National Park to see more of this impressive gorge carved by the mighty Virgin River. Then continue to Las Vegas. Before arriving, you may want to make a diversion to marvel at the Hoover Dam, one of the highest dams ever constructed.

made famous through John Steinbeck's book of the same name. Take the 17-Mile Drive, a scenic coastal route through the Del Monte Forest that includes The Lone Cypress Point and world-famous Pebble Beach to Carmel-by-the-Sea. California's most scenic coastal areas lie between Big Sur and San Simeon. End this day of picturesque splendor in the California coastal region.

**Overnight: The Morgan Hotel San Simeon or similar**

**DAY 14: CALIFORNIA COAST > SANTA BARBARA > LOS ANGELES (158 MI / 225 KM)**



**Overnight: Americania Hotel or similar**

**DAY 13: SAN FRANCISCO > 17-MILE DRIVE > CALIFORNIA COAST (271 MI / 434 KM)**

Leave your heart in San Francisco and depart south along the scenic Pacific Coast to Santa Cruz and the Monterey Bay. While in historic Monterey, visit California's first customs house and Cannery Row



## THE EXTRAS:

All admissions to National Parks and attractions.

# Product Example: Allied T Pro

## Best of the West



Today you will travel to Death Valley National Park, visit Badwater Basin, the lowest point below sea level in the Western Hemisphere. Stop at Zabriskie Point and the Devil's Golf Course.  
 Overnight: Best Western Plus Frontier or similar





# B2B Profile Worksheet

## Working Smart & Preparation in Perfecting Your Pitch One Pager/Business Profile Worksheet

Who?

What?

Where?

When?

Why?

How?

Sustainability?

### Who

Begin with a compelling paragraph about you/your business! Who are you as a company and what makes you unique? Provide a feeling, background, description, evolution, story, about your business.

Click or tap here to enter text.

### Why

The reasons why travel trade buyers should want to work with you; your competitive advantage and how you differ from similar businesses. Why should the Travel Trade want to buy/sell your products/services?

Click or tap here to enter text.

### When

Exactly when are the products/services available? Aside from providing accurate details for the trade to resell your product or service, this is an opportunity to be clear about periods/seasons you want and need business. When are your peak periods where rates may be higher?

Click or tap here to enter text.

### What

Describe and give details about what product/service you provide. Use an easy grid format and be specific with details. Even if you have custom offerings provide sample product/services with pricing.

### How

How does the travel trade work with you as a 3rd party seller for FIT, Group and (MICE) custom experiences? Note any intricacies that a 3rd-party reseller should be aware of and communicate to their customers or know to be able to book/sell you. i.e. technology, operational details, payment details, etc.

1. FIT
2. Group
3. MICE

### Sustainable Development Goals and Assets

Describe and provide examples of how your product/service aligns with the [United Nations' 17 Sustainable Development Goals \(SDGs\)](#). Highlight any eco-friendly initiatives or certifications that prove your commitment to sustainability. For travel trade, make sure to include verifiable sustainable efforts, as these are increasingly important. When applicable, give specific examples of sustainable practices or assets for event business and other offerings.



# Know These Resources in Your Destination



**Destination Description**



**Seasonality**



**Timing**



**Accommodations**



**FIT & Groups Friendly Dining**



**Accessibility Information, Resources, & Maps**



**Tour Guide/Step-On**



**Nightlife**



**Motorcoach Information**



**Shopping**



**Unique Event Space**



**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**



# Nevada Travel Guide – B2C



## NEVADA MAGAZINE & VISITOR GUIDE



NEVADA DEPARTMENT OF TOURISM AND CULTURAL AFFAIRS  
 info@travelnevada.com • travelnevada.com  
**CHAIRMAN** Lieutenant Governor Stavros S. Anthony  
**DIRECTOR** Brenda Scolari  
**CHIEF EXECUTIVE OFFICER, TRAVEL NEVADA** Rafael Villanueva  
**CHIEF MARKETING OFFICER, TRAVEL NEVADA** Caroline Sexton  
**MARKETING TEAM** Ali Anderson, Keele Cox, Susan Powers, Rachel Wright  
**NEVADA MAGAZINE & VISITOR GUIDE TEAM**  
 Alexandria Hixson, Megg Mueller, Cory Munson, Carrie Brouse, Ripley S. Spiker

**ADVERTISING & CUSTOMER SERVICE** info@travelnevada.com

**Commissioners:** Flatbush Billmale, Shary Caparno, Mandy Elliott, Annetta Kerry, Jill Rowland-Lagan, Mike LaRocca, Jane Moon, Rick Hurdock, Herb Sandoz, Jr., Judith Perez Sigel

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PLANNING GUIDE + EVENTS CALENDAR

## EVENTS CALENDAR

With everything from cookoffs and rodeos and rallies, there's an event tailor-made for you somewhere in the Silver State. Events are subject to change, so always be sure to check online before finalizing plans.

### MARCH

- Boulder City Beerfest  
Boulder City
- Donkey Jamboree  
Mesquite
- Rocky Mountain Oyster Fry  
Virginia City
- Pahrump Chili Cookoff  
Pahrump
- The Mint 400  
Primm

### APRIL

- Bighorn Outback Explorers  
Poker Run  
Beatty
- Genoa Western Heritage Days  
Genoa
- Virginia City Grand Prix  
Virginia City

### MAY

- Armed Forces Day Celebration  
Hawthorne

- Best Dam Barbecue Challenge  
Boulder City
- Black Rock Rendezvous  
Gerlach
- Chili on the Comstock & Craft Beer Tour  
Virginia City
- Electric Daisy Carnival  
Las Vegas
- Jim Butler Days  
Tonopah

### MARCH

- Nevada Old Time Fiddler's Contest  
Eureka

### APRIL

- Run-A-Mucca Motorcycle Rally & Music Fest  
Winnemucca

### MAY

- Salt Flats Endurance Runs  
West Wendover

### JUNE

- California Trail Days  
Elko
- Carson Valley Days  
Carson Valley
- Fears, Tears & Beers Mountain Bike Enduro Race  
Ely
- Reno Rodeo  
Reno
- Stewart Father's Day Powwow  
Carson City
- Taste of Downtown  
Carson City

- Winnemucca Basque Festival  
Winnemucca

### JULY

- American Century Celebrity Golf Championship  
South Lake Tahoe
- Artown  
Reno
- Classical Tahoe Music Festival  
North Lake Tahoe
- Fastest Gun Alive World Championship  
Fallon
- Lake Tahoe Shakespeare Festival  
North Lake Tahoe
- National Basque Festival  
Elko
- Night in the Country  
Yerington
- Reno Basque Festival  
Reno
- Tonopah Rock & Bottle Show  
Tonopah
- Wells Fun Run Car Show & Cruise  
Wells

### AUGUST

- Hot August Nights  
Reno
- Jarbridge Days  
Jarbridge
- Jazz & Beyond Festival  
Carson City
- Numaga Indian Days Powwow  
Reno
- Piuche Labor Day Celebration  
Piuche
- Best in the West Nugget Rib Cook-Off  
Sparks
- Bowers Bluegrass Festival  
Washoe Valley

- Burning Man  
Gerlach
- Fallon Cantaloupe Festival & Country Fair  
Fallon
- Goldfield Days Celebration & Land Auction  
Goldfield

- Hot August Nights  
Reno

- Jarbridge Days  
Jarbridge

- Jazz & Beyond Festival  
Carson City

- Numaga Indian Days Powwow  
Reno

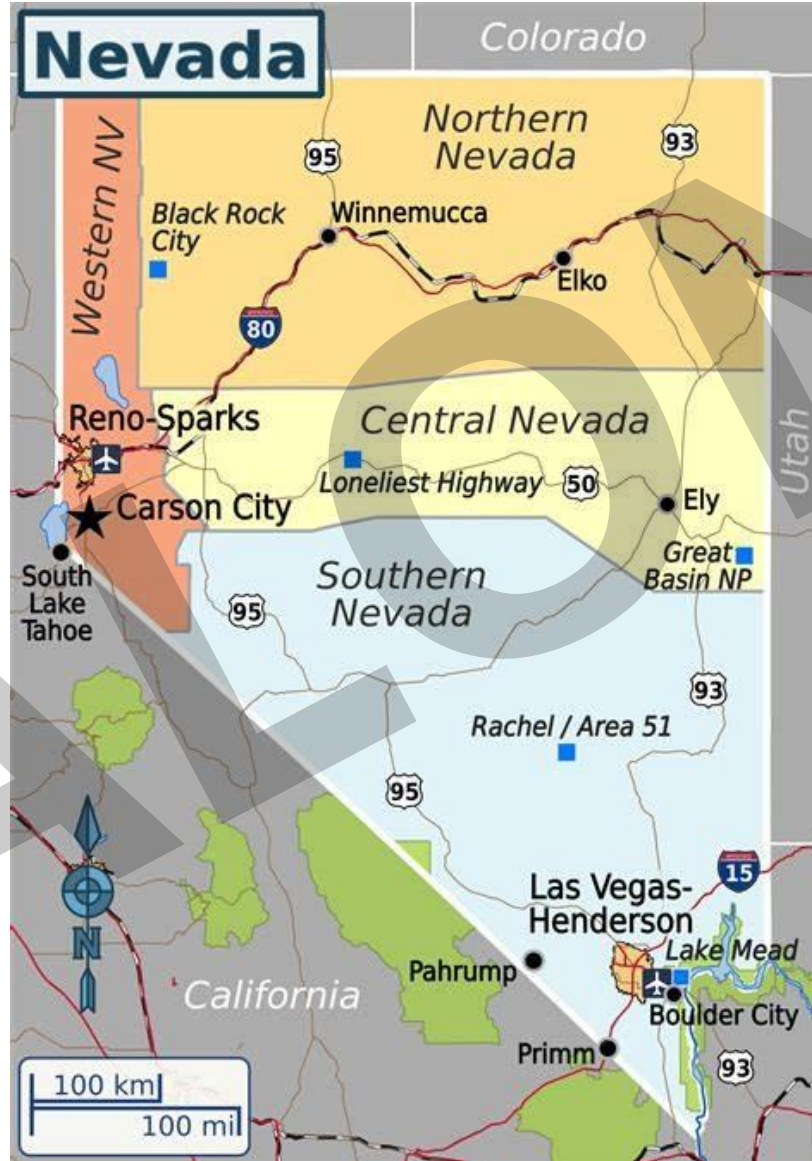
- Piuche Labor Day Celebration  
Piuche



MORE UPCOMING EVENTS



# Destination Segue Into Creating Products



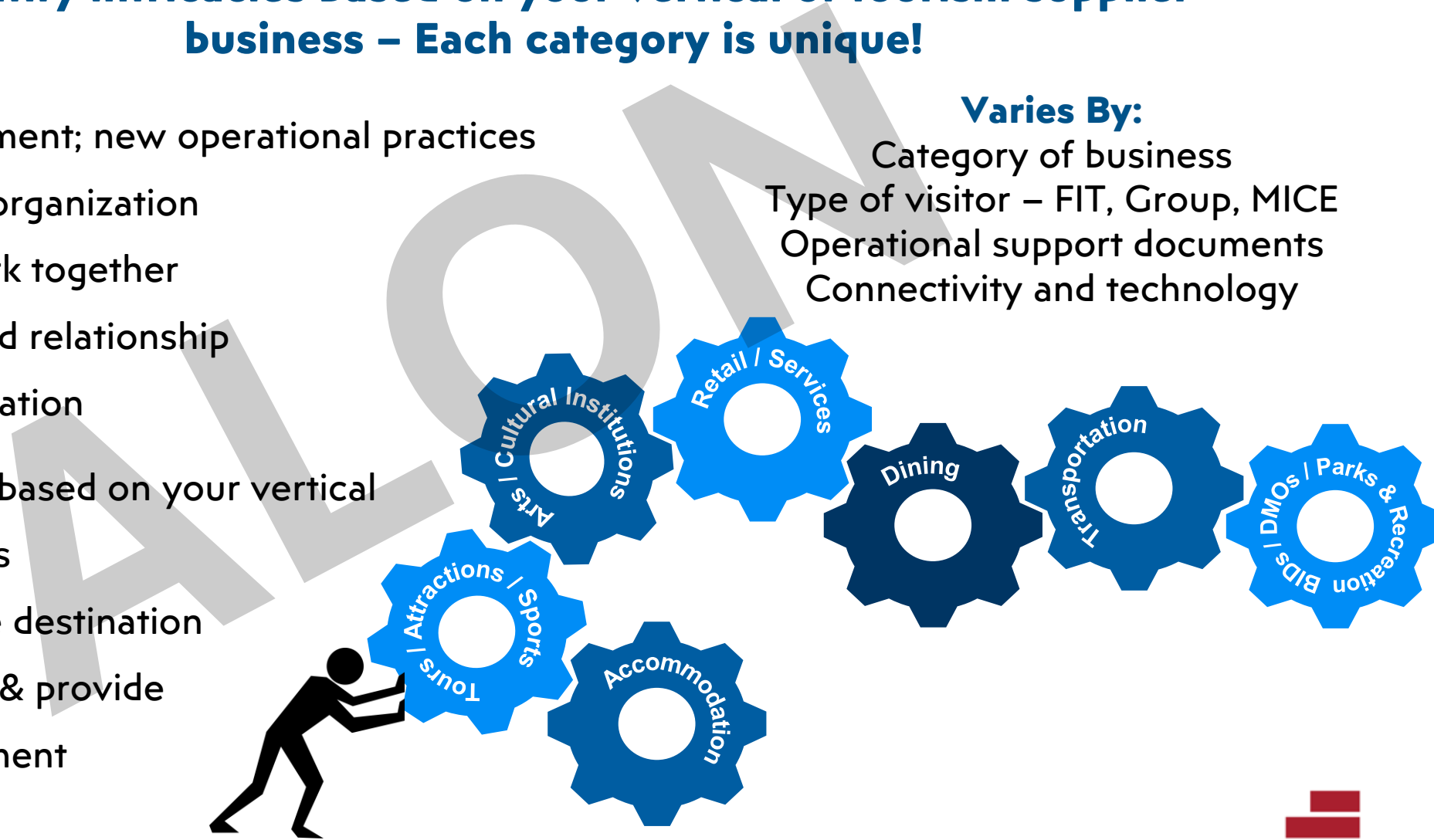
# Operational Considerations

**Identify intricacies based on your vertical of tourism supplier business – Each category is unique!**

- ✓ New business segment; new operational practices
- ✓ Policies, systems, organization
- ✓ Partnerships – work together
- ✓ Key contact to build relationship
- ✓ Internal communication
- ✓ Identify intricacies based on your vertical of supplier business
- ✓ Juxtaposition of the destination
- ✓ Resources to have & provide
- ✓ Long haul commitment

**Varies By:**

- Category of business
- Type of visitor – FIT, Group, MICE
- Operational support documents
- Connectivity and technology



# Pricing Your FIT Experiences for Reselling Through the Distribution Network



**A net rate for bringing you new and consistent business  
= a great marketing investment to attain this market**



# Accommodation Pricing Scenarios



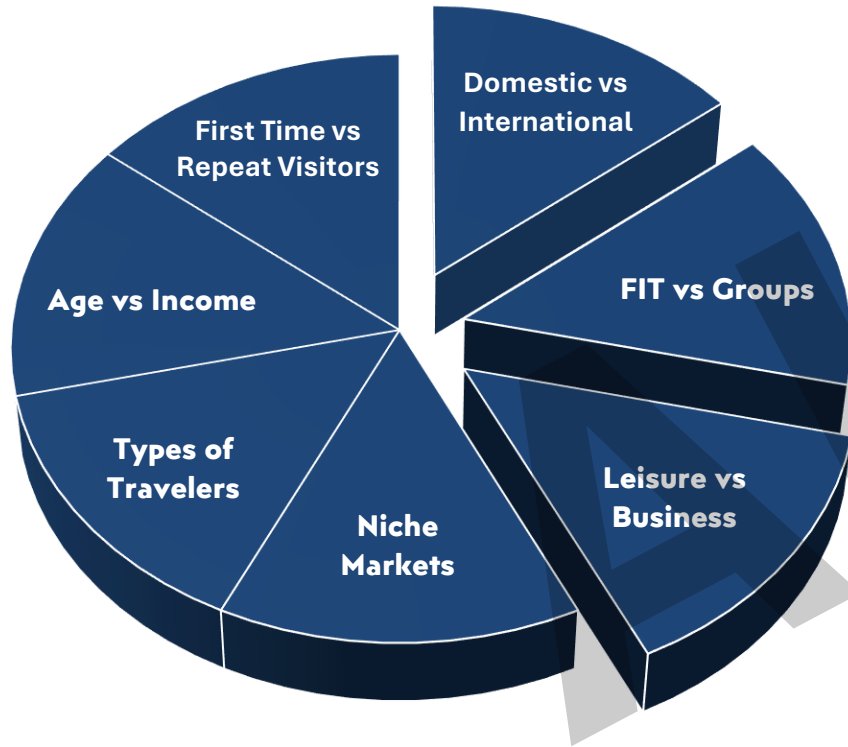
Season Start	Season End	Days of Week	Type	RETAIL	TO Rate
<b>2027 April</b>					
4/1/2027	4/30/2027	Sun-Thurs	Deluxe	\$xxx	\$xxx
4/1/2027	4/30/2027	Fri-Sat	Deluxe	\$xxx	\$xxx
4/1/2027	4/30/2027	Sun-Thurs	Executive Suite	\$xxx	\$xxx
4/1/2027	4/30/2027	Fri-Sat	Executive Suite	\$xxx	\$xxx
<b>2027 May</b>					
5/1/2027	5/31/2027	Sun-Thurs	Deluxe	\$xxx	\$xxx
5/1/2027	5/31/2027	Fri-Sat	Deluxe	\$xxx	\$xxx
5/1/2027	5/31/2027	Sun-Thurs	Executive Suite	\$xxx	\$xxx
5/1/2027	5/31/2027	Fri-Sat	Executive Suite	\$xxx	\$xxx
<b>2027 June - August</b>					
6/1/2027	8/31/2027	Sun-Thurs	Deluxe	\$xxx	\$xxx
6/1/2027	8/31/2027	Fri-Sat	Deluxe	\$xxx	\$xxx
6/1/2027	8/31/2027	Sun-Thurs	Executive Suite	\$xxx	\$xxx
6/1/2027	8/31/2027	Fri-Sat	Executive Suite	\$xxx	\$xxx
<b>2027 September - November 15</b>					
9/1/2027	11/15/2027	Sun-Thurs	Deluxe	\$xxx	\$xxx
9/1/2027	11/15/2027	Fri-Sat	Deluxe	\$xxx	\$xxx
9/1/2027	11/15/2027	Sun-Thurs	Executive Suite	\$xxx	\$xxx
9/1/2027	11/15/2027	Fri-Sat	Executive Suite	\$xxx	\$xxx

Days of Week
Sun-Thurs

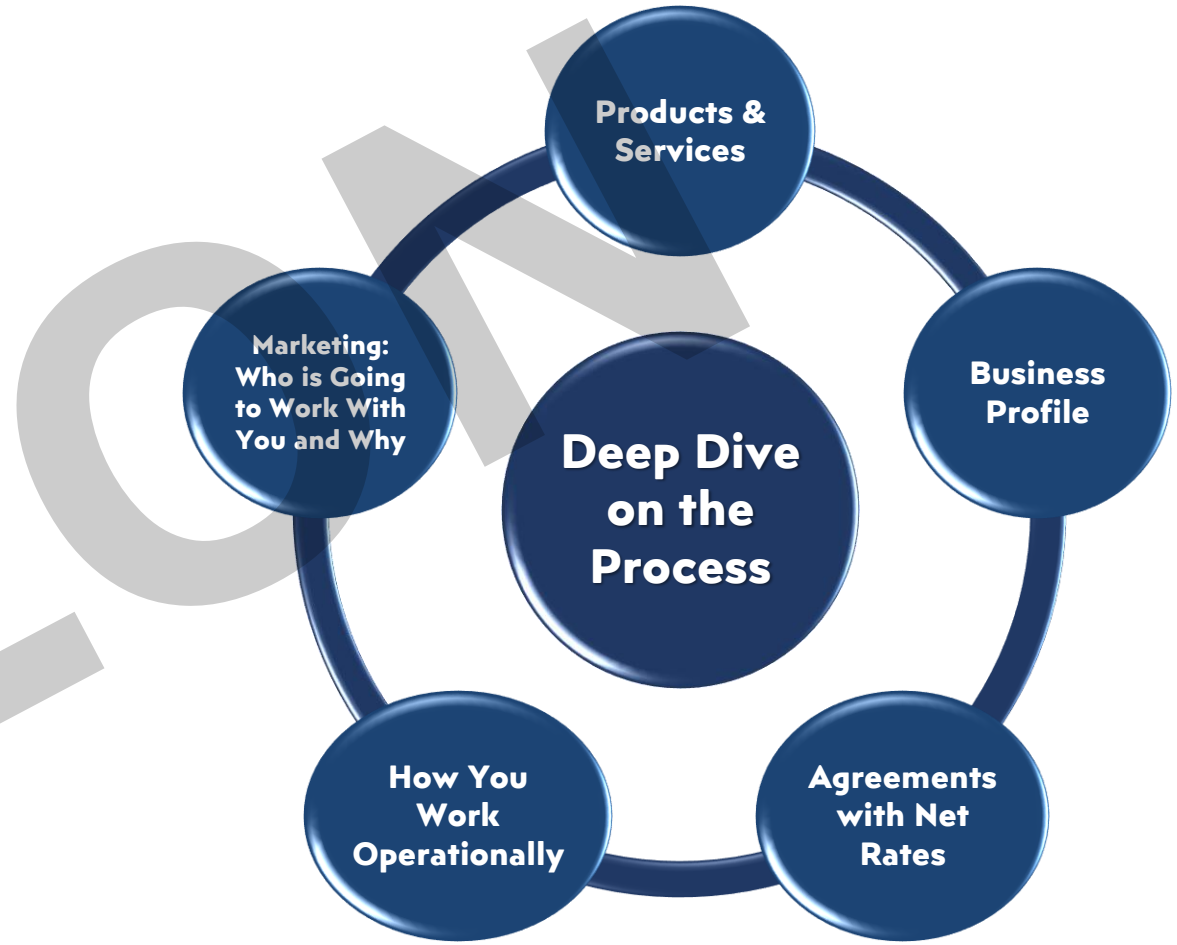
2027 September - November 15		
9/1/2027	11/15/2027	Sun-Thurs
9/1/2027	11/15/2027	Fri-Sat
9/1/2027	11/15/2027	Sun-Thurs
9/1/2027	11/15/2027	Fri-Sat



# Collaborative Roles Reach the End Goal



**Trade are the experts!  
Rely on them to bring us the business!**



**Fall into the process and let the trade do the global promotion for you!**



# Your Business Process to International Success



- ✓ Create B2B Business Profile
- ✓ Create Sellable Product/Services
- ✓ Determine Pricing Methodologies
- ✓ Position Well in Advance
- ✓ Secure Policies, Systems, Procedures
- ✓ Partner Up and Connect for Destination Success



**Not discounts, but marketing dollars**

**Consumers**  
Buy at Retail Rate

**Travel Agents (TA)**  
5-10% Below Retail

**Tour Operators (TO)/MICE**  
15-20% Below Retail

**Receptive/Inbound Operators (RO)**  
25-30% Below Retail




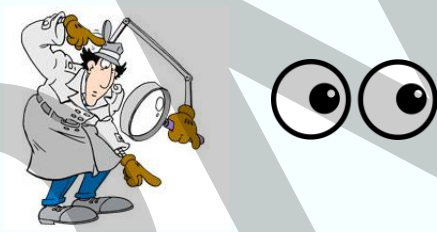


# Engagement

*Resources galore*

*Build relationships*

**Partnerships**



<p>Local, State, Regional, National DMOs</p> 	<p>FAMs &amp; Site Inspections</p>  <p><i>Your product, service, or destination</i></p>
<p>Build Your Relationships</p> 	<p>Travel Media Resources</p> 

*It's the easy part!*

*Keep it simple*

***Build your relationships and have a consistent communication plan.***



**SPECIAL**

**10% OFF**

**STEPS TO SUCCESS ONLINE  
ENROLLMENT DISCOUNT USE  
CODE IPW10 FOR 10% OFF,  
VALID THROUGH JULY 31!**

## ***ONLINE INBOUND TRAVEL TRADE ESSENTIALS***

SELF-PACED ONLINE PROGRAM WITH STEP-BY-STEP GUIDANCE ON WORKING WITH INTERNATIONAL INBOUND OPERATORS—DELIVERED IN A FLEXIBLE FORMAT DESIGNED TO DRIVE STRONGER INTERNATIONAL ROI.

**STUDENTS LEARN HOW TO:**

- **EXPAND INTERNATIONAL REACH THROUGH STRATEGIC PARTNERSHIPS**
- **COLLABORATE WITH KEY INDUSTRY PARTNERS**
- **POSITION YOUR ORGANIZATION AS A PREFERRED INBOUND PARTNER**

**Enroll to grow your international business - Scan and Save!**



# Q&A



**Scan to access now:**

- Online Inbound Insider Steps to Success™

***\* All resources will also be shared in follow up email.***



*Thank you!*



**Hayley Coriaty, Alon Tourism Solutions**  
[hcoriaty@alontourism.com](mailto:hcoriaty@alontourism.com)

**Julie Heizer, IITA**  
[julie.heizer@inboundtravel.org](mailto:julie.heizer@inboundtravel.org)

**[www.inboundtravel.org](http://www.inboundtravel.org)**

**859.955.9098**

